

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXIII

NEW YORK, MARCH 3, 1928

No. 9



## *Once again he rides the Arabian desert*

He swept through Arabia like a sand-storm... in his wake the wreckage of the Turkish Empire. Single handed he altered the destiny of the East... Today he is known as Private T. E. Shaw of the Royal Tank Corps. He has refused every British decoration, scolded the British Cabinet, and personally reproved the King.

Colonial Lawrence's "Seven Pillars of Wisdom" contained the full story of the Arabian adventure, but not the full story of Lawrence. Its abridged form, "Revolt in the Desert", sold over 200,000 copies to a public hungry for information about the most spectacular figure of the age. And now comes a book by Robert Graves, English poet and critic, personal friend of Lawrence, who tells what Lawrence could never say.

Drawing his material from the famous \$20,000 book and from Lawrence's own letters, Mr. Graves fills the puzzling gaps left by *REVOLT IN THE DESERT*. He punctures the legendary Lawrence to disclose a figure even more remarkable in fact than in legend. With no sacrifice of graphic movement, he clarifies the historical setting of Lawrence's exploits. And he tells of Lawrence's life since the Arabian campaign.

*REVOLT IN THE DESERT* is still selling 1000 copies a week—a steady best seller, with *COUNT LUCKNER*, *THE SEA DEVIL* and *THE BELLAMY TRIAL*. The public is ever avid for all the facts about Lawrence. Here they are—told by a close personal friend, and preserving the fire and genius of his heroism.

## LAWRENCE AND THE ARABIAN ADVENTURE

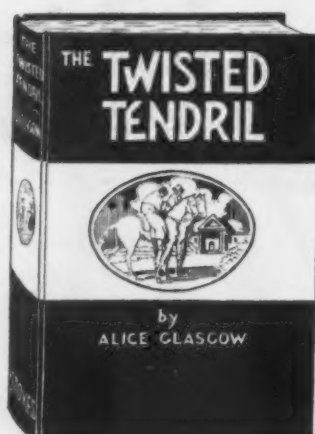
*By Robert Graves*

March 23



\$3.00

A  
fascinating  
novel of  
John  
Wilkes  
Booth



Set in  
one of the  
most dramatic  
periods of  
American  
history

## THE TWISTED TENDRIL

A Story of Eighteen Sixty-Five

By ALICE GLASGOW

John Wilkes Booth—assassin of Lincoln and one of the strangest and most baffling characters of history—comes alive in this remarkable portrait.

March 15. \$2.50

## THE DRAYCOTT MURDER MYSTERY

By Molly Thynne

A mystery story that sweeps you along to its amazing end and leaves you gasping—you have guessed every solution but the astounding right one!

March 15. \$2.00



## IMAGINE MY SURPRISE!

By William Elliott Andrews

The travel-diary of a flapper-philosopher. Diane, pretty and not in the least dumb, romp through Europe under the chaperonage (!) of Aunt Maude. 20 humorous illustrations.

March 15. \$2.00

Two New STOKES Books for Young People:

## THE TRAIL OF THE LITTLE WAGON

By Alice MacGowan

Author of "A Girl of the Plains Country"

For older boys and girls—a brother and sister journey by emigrant wagon across the plains in 1870.

Just published. \$1.75

## YOUNG AMERICA TRAVELS ABROAD

By Marjorie B. Greenbie and

Helen L. Davis

The story of an American brother and sister who spend a summer traveling in Europe with a young uncle. March 22. Map jacket and endpaper. \$2.00

We heartily recommend the promotion material of the National Association of Book Publishers as an aid to the bookseller in increasing his business

443 4th Avenue

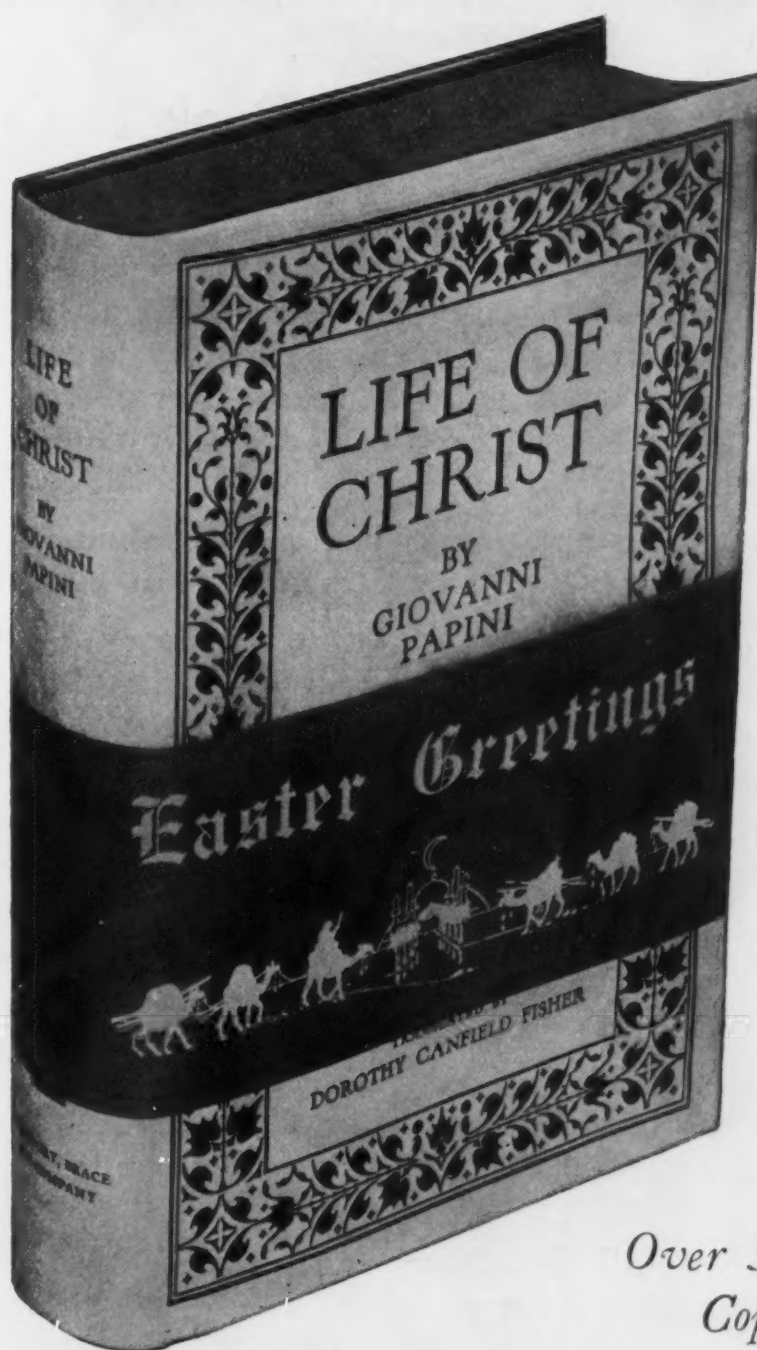
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New York

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CHRIST

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# \$1,000 FOR A TITLE!

## A New Edgar Guest Book Is Coming

A PRIZE of \$1,000 will be awarded the person suggesting the best title, accompanied by the best fifty word letter setting out the reasons for selecting this title for the new Edgar Guest Book of Verse.

The new book will be published in August. The title contest will close April 30.

Leading newspapers in which Mr. Guest's daily verse is featured will be invited to cooperate in bringing the contest before their millions of readers. Thus will a tremendous audience anticipate publication of a new book by the most widely sold of all living writers.

Should two or more persons suggest the title judged best and their letters be judged of equal merit each will be awarded the full amount of the prize offered.

Full details of contest will be announced later.

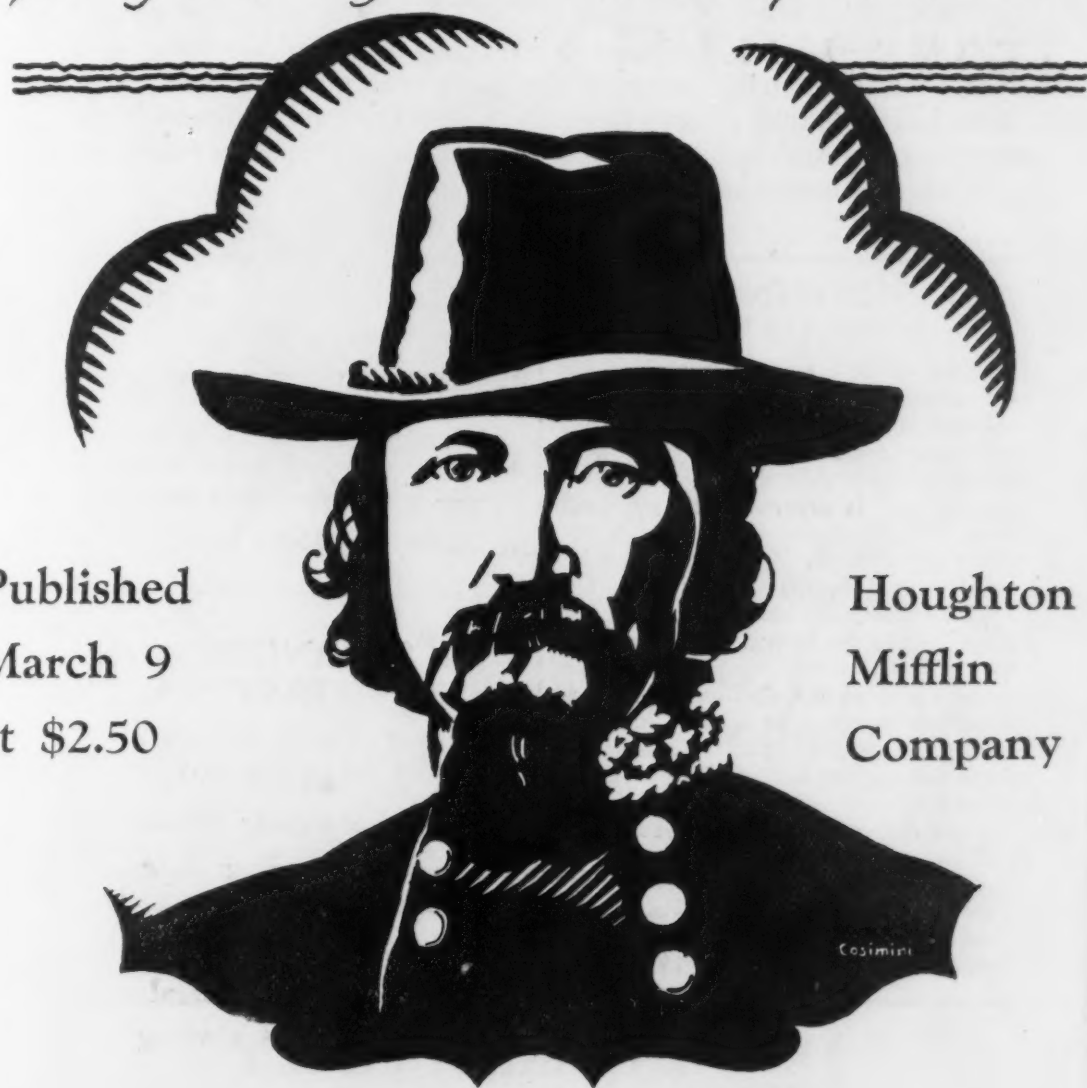
*Chicago*

REILLY & LEE

*New York*



"Pickett, if there is anything on top  
of God's green earth that I can do  
for you, say so!"—U.S. Grant, 1865



Published  
March 9  
at \$2.50

Houghton  
Mifflin  
Company

# SOLDIER OF THE SOUTH

War letters of General Pickett  
to his wife

## TO BE PUBLISHED ON MARCH 23rd

### PRESIDENTIAL YEARS

by MEADE MINNIGERODE

FROM the *Black Republicans* to the *Singing Whigs*, we have here the whole exciting story of the birth and political growth of these United States, all set against a vivid background of fife and drum, shouting and high hats, torches and placards and constant parading. With 24 illustrations and a complete bibliography.

\$3.50

### ROPING

by CHESTER BYERS

HERE is an American sport for all times, all places, and all ages. It is as beneficial as swimming, as exhilarating as rowing, and as exciting as boxing; it builds muscle, aids digestion, insures health, and is recommended by *Fred Stone*, *Will Rogers* and *Elsie Janis*, all expert rope spinners. What more can be said for any one sport?

*Chester Byers*, who has been teaching the art of roping for twenty-five years first taught *Fred Stone* how to spin a rope, has written a vivid and detailed text of instructions to which he adds a history of roping, descriptions of such stunts as the *Ocean Roll* and the *Butterfly*, his own autobiography, and a list of the leading roping and rodeo records established in the last twenty-five years.

There are illustrations, of course; a Foreword by *Will Rogers*; a Warning by *Fred Stone*, and a Bit of Advice by *Elsie Janis*.

\$1.50

### The FAMILY in the MAKING

by MARY BURT MESSER

AN attempt to trace the evolution of the family as a human institution from its earliest forms to the present day.

\$3.50

### The STRANGER at the FEAST

by GEORGE AGNEW CHAMBERLAIN

THE story of a young American who returns to France, "like a corked bottle bursting with the desire to live," after being buried alive in Africa for nine years.

\$2.00

### DAUGHTERS of FOLLY

by COSMO HAMILTON

THIS daring novel is the story of two jazz-mad American women in Europe—a beautiful young daughter and a plump middle-aged mother. The mother becomes infatuated with a gigolo in Paris, and the daughter becomes even more deeply involved.

The theme of this novel is laid so frankly on a background of sex that any plain-speaking may be forgiven the author.

With this gay, satiric story Mr. Hamilton definitely proves his exceptional versatility as a novelist. He gives us a vivid sketch of the round of pleasure, toil and deceit that makes up the lives of the idle classes both at home and abroad. Fay, reckless, dance crazy, caring for nothing save pleasure and all that pleasure can bring, is a character typical of her class, while the lesser characters are drawn with a cruelty and a tolerance amazing in their truth and vitality.

\$2.00

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*from* THE INNER SANCTUM *of*  
**SIMON AND SCHUSTER**

*Publishers*   /   /   **37 West 57th Street**   /   /   *New York*

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 It will interest booksellers to know that on this coming Thursday ALFRED ALOYSIUS HORN is sailing from ENGLAND to AMERICA on the S. S. OLYMPIC.



 ANDREW DAKERS, who is TRADER HORN's literary agent in England, writes us of a dinner and evening TRADER HORN recently had as guest of London's most famous literary club:

"... Round about two o'clock, he stripped to the waist to let us poor stay-at-homes see what the scar of the wound made by a tap of lion's paw looked like on a human back. It looked like the map of Australia. An assegai wound over a foot long across the front of the body looked like miraculously avoided death; and the lion's chew mark below the shoulder looked as if it must have been painful. Oh, yes. Aloysius Horn is real; he is scarred with truth for the confounding of sceptics."

—ESSANDESS.

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# THE HOTEL

by

ELIZABETH BOWEN

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*First printing 60,000 copies*

*Published, April 2nd*

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BOOKS

*"Such wit, such intelligence, such  
enjoyable people." -Rose Macaulay*

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# R A N D O M H O U S E · N E W Y O R K

ANNOUNCEMENT FOR SPRING NINETEEN TWENTY-EIGHT

## R A N D O M H O U S E I M P R I N T S

DR. JEKYLL AND MR. HYDE. Designed and illustrated by W.A. Dwiggin. Typography by Pynson Printers. 1200 copies for America and England. Publication in fall. \$10. The second of the limited editions to bear the imprint of Random House.

The first, Voltaire's *CANDIDE*, with designs by Rockwell Kent, is on the press for

April distribution; this book is already over-subscribed.

THE PROSE AND POETRY OF WILLIAM BLAKE. A "Blake without brackets"—complete poems, prose, letters, fragments—in one immaculate volume. Over 1100 pages, on India paper, about an inch thick. Published with the Nonesuch Press. Unlimited. \$5.

## C R O S B Y G A I G E I M P R I N T S

Crosby Gaige, identified with the play "Broadway" and scores of other successful theatrical ventures, and a recognized collector of manuscripts and first editions, is entering the publishing field with a first list that is astonishing in its variety and richness. Random House has undertaken the distribution of Mr. Gaige's books for two reasons: each is a first edition of a prominent author, and each is a collector's item for typographic interest. There will be no separate English edition of any book on this list; the English market will be supplied from the American printings.

*The eight books on Mr. Gaige's list are:*

THE HEART'S JOURNEY by Siegfried Sassoon. 330 copies signed by the author, with typography by Bruce Rogers. Ready in March. \$10.

REMINISCENCES OF ANDREYEV by Maxim Gorki. Translated by Katherine Mansfield, assisted by Koteliensky. The manuscript from which this book is printed is in Katherine Mansfield's own hand. 325 copies, designed by Frederic Warde. Ready in March \$10.

MID-SUMMER EVE by A. E. A new sheaf of poems. 250 copies signed by the author. Ready in March. \$7.50.

LETTERS OF JOSEPH CONRAD TO RICHARD CURLE. 150 unpublished letters, carrying down to the day of Conrad's death. This is to be a Bruce Rogers book. 600 copies. Ready in April. \$22.50.

FIFTY ROMANCE POEMS. Translated by Richard Aldington, with the Italian text facing the English translation. 600 copies, signed by Mr. Aldington, with typography by Bruce Rogers. Ready in April. \$15.

RED BARBARA AND OTHER STORIES by Liam O'Flaherty. With four full-page illustrations by Salkeld. 400 copies, designed by Frederic Warde. Ready in March. \$12.50.

LIBERAL DISCOUNTS TO DEALERS

*New list of* RANDOM HOUSE *books including*

NONESUCH PRESS · CROSBY GAIGE · GOLDEN COCKEREL PRESS · etc.

CROSBY GAIGE IMPRINTS *continued*

THE CRAFT OF VERSE. The Oxford Poetry Essay by Humbert Wolfe. 250 copies signed by the author and designed by the Pynson Printers. Ready in May. \$15.

ANNA LIVIA PLURABELLE. James Joyce's eagerly awaited new work. 600 copies, signed by the author and designed by Frederic Warde. Ready in May. \$15.

*Crosby Gaige books scheduled for Fall:*

APHRODITE IN AULIS. George Moore's new novel; his most important book in many years. 800 copies, signed by the author. \$15.

THE FIRST PUBLISHED VOLUME OF POEMS by Helene Mullins. 300 copies, signed by the author, and designed and printed by F.W. Goudy on his hand press. \$7.50.

A NEW VOLUME OF POEMS by James Stephens. 500 copies, signed by the author. \$10.

AT FIRST SIGHT. A new novel by Walter de la Mare. 325 copies, signed by the author, and designed by Frederic Warde. \$15.

A NEW VOLUME OF POEMS by W.B. Yeats. 350 copies, signed by the author. \$15.

A NEW VOLUME OF POEMS by Edwin Arlington Robinson. 300 copies, signed by the author. \$15.

A SELECTION OF POEMS by James Branch Cabell. Including unpublished poems, with a new introduction. 831 copies, signed by the author. \$20.

There will also be published later a play by W. B. Yeats, entitled "Oedipus at Colonus"; the Letters of George Moore to Dujardin; and a new sonnet sequence by Humbert Wolfe, together with other titles.

CENTAUR IMPRINT

THE SONG OF SOLOMON. The King James version, with boldly executed woodcuts by Wharton Esherick, and typography by the

Pynson Printers. Limited to 525 copies, printed in two colors, and signed by Mr. Esherick. Now ready. \$15.

THE FLEURON LIMITED IMPRINTS

WOODCUT ANNUAL NO. 2. 200 copies of the regular edition. \$5.

WOODCUT ANNUAL NO. 2, De Luxe. 25 copies. \$17.50.

The first number of the Woodcut Annual

was so successful that Random House is pleased to arrange for the distribution of all future issues in America. Number 2 includes a study of the work of Frans Masereel, and fifteen well-known contemporary woodcuts. Will be ready for publication in March.



LIBERAL DISCOUNTS TO DEALERS

*New list of* RANDOM HOUSE *books including*

NONESUCH PRESS · CROSBY GAIGE · GOLDEN COCKEREL PRESS · *etc.*

NONESUCH IMPRINTS

*Announced for the first time:*

DE MOTU CORDIS, and other writings of Dr. Harvey, a volume designed to mark the 300th anniversary of Harvey's discovery of the circulation of the blood. Edited by Geoffrey Keynes, and printed in early 18th century type on Dutch paper, with copper plates by Stephen Gooden. 400 copies. Ready for publication in June. \$6.

TRIBUTE: A BOOK OF RENDERINGS BY THE ENGLISH POETS, WITH THE LATIN ORIGINALS. A novel English-Latin an-

thology with two copper plates by Stephen Gooden. 600 copies. Ready in fall. \$8.50.

THE WORKS OF IZAAK WALTON. 2 volumes, 5 x 8 inches. With copper engravings by C. Sigrist, colored by the stencil process. Hand bound in parchment, leather thonged. 450 sets. Ready in October. \$28.

SELECTED POEMS OF THOMAS BEEDOME. Reprinted for the first time from the original edition of 1641. 300 copies. Ready June. \$6.

*Previously announced and now nearing completion:*

THE PYTHIAN ODES OF PINDAR. 500 copies. Will be ready in May. \$5.50.

PILGRIM'S PROGRESS. 600 copies. Ready for publication in early autumn. \$12.

*The first announcement of the Works of Shakespeare:*

The First Folio text with a marginal collation with the Quartos, and the addition of modern readings; also the source of the plays. About 9000 pages in 26 volumes, 6x9. Priced

\$275 the set. The first volumes will be ready in the Fall of 1928; thereafter six volumes a year will be published. Orders will be accepted now.

*Other major works on the new program of the* NONESUCH PRESS

NORTH'S PLUTARCH. 6 volumes. \$60. the set. Details later.

THE WORKS OF SWIFT. 7 volumes. \$50. the set. Details later.

DON QUIXOTE. With colored pictures by E. McKnight Kauffer. Details later.

THE WORKS OF PLATO. Details later.

The works listed are nearly all of great size, and of proportionate cost; this does not mean that the Nonesuch Press will discontinue to publish limited editions of small books from a dollar upwards.

RIMINGTON AND HOOPER IMPRINT

POOR RICHARD'S ALMANACK by Benjamin Franklin. The first publication in one volume of complete replicas of the issues of 1733, 1749, 1756, 1757, and 1758.

word by Phillips Russell, and much other material of genuine interest to collectors of Americana. Typography by William Kittredge at the Lakeside Press. 300 copies. Ready for distribution in March. \$8.

LIBERAL DISCOUNTS TO DEALERS

*New list of* RANDOM HOUSE *books including*

NONESUCH PRESS · CROSBY GAIGE · GOLDEN COCKEREL PRESS · etc.

GOLDEN COCKEREL IMPRINTS

*Announced for the first time:*

ABD-ER-RHAMAN IN PARADISE by Jules Tellier, translated from the French of Brian Rhys, with wood engravings by Paul Nash. The tale of a mortal who quits this world with two faiths, and finds two heavens to receive him; in turn he tastes of the felicity awaiting good Christians, and the sensual delights prepared in the Garden of the Prophet. 250 copies. \$6.50.

EVERYMAN. The famous old English morality play, with 10 engravings by David Jones. 250 copies. \$12.

THE LADIES HANDBOOK OF ETIQUETTE. Reprinted from the edition of 1838, with four full page copper engravings by Hester Sainsbury. An uproarious book. 250 copies. \$6.

*In active preparation:*

THE CANTERBURY TALES in four volumes, hand bound, in ¼ niger, uniform with Chaucer's "Troilus and Criseyde" recently published. With over 150 new wood engravings by Eric Gill. There are to be 450 sets

in all, of which 150 are for America. The price for the set will be about \$220, each volume payable on publication. Volume I will be ready in the Fall of 1928. Subscriptions are invited now.

*Previously announced:*

POEMS by Jonathan Swift. With wood engravings by Robert Gibbings. 150 copies. \$7.50.

LAMIA by John Keats. With 20 engravings by Robert Gibbings. 250 copies. \$25.

THE PSALMS OF DAVID. Taken from the Book of Common Prayer. 250 copies. \$6.50.

COUNT STEPHAN by A. E. Coppard. 250 copies. \$6.

THE UTOPIA of Sir Thomas More. 250 copies \$8.50.

A SENTIMENTAL JOURNEY by Laurence Sterne. With engravings by J. E. Labourer. 250 copies. \$8.50.

THE TWELVE MONTHS—A Perpetual Prognostication. With 25 wood engravings by Nicholas Breton. 250 copies. \$7.

MICROCOSMOGRAPHIE, or The World Discovered, by John Earle. 150 copies. \$8.50.

RANDOM HOUSE was incorporated in January, 1927, by Bennett A. Cerf, Elmer Adler, and Donald S. Klopfer, to further the creation and distribution of books of typographic interest in America. The directors will be more than pleased to keep interested persons informed of their plans and activities, and to tell them of convenient bookshops that carry Random House books.

THIS ADVANCE LIST IS BASED UPON INCOMPLETE ADVICES FROM LONDON CONNECTIONS.  
PRICES SUBJECT TO REVISION

March 3, 1928

831

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NEW·YORK. 

March 3, 1928.

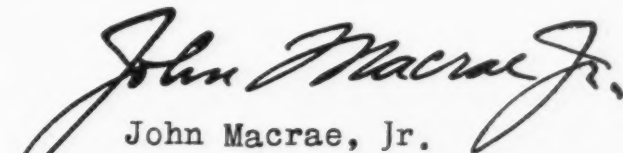
To the Trade:

This is a hectic time hereabouts. Unfortunately I made the very bad mistake of not notifying you all that we were moving our warehouse from West 37th Street, and our publishing offices from 681 Fifth Avenue, to the corner of Fourth Avenue and 23rd Street. Our retail store will remain at 681 Fifth Avenue. Our new address will be 286-302 Fourth Avenue. Our warehouse has been in the process of moving since February 1st, and we have just finished. We have not yet finished moving our publishing offices, and probably will not be until sometime in April or May. We will notify you later when to change from the present address to the new one. It has been no easy job to move approximately one million books, and naturally there has been some delay in filling orders. In our new, almost ideal quarters, we hope to give you the kind of service we have always wished to give.

With that off the chest, we should like to commend Mr. Horace Liveright for his splendid letter in the Publishers' Weekly, and his stand in regard to the Literary Guild. We take this opportunity of coming out in the open again to take the same stand ourselves.

This week we are fortunate in having another big biography, MUSSOLINI: THE MAN OF DESTINY, price, \$3.00. This is the complete, personal biography of the MAN—not the statesman. The American people have always been intensely interested in a true story of a self-made man. This is the story of Mussolini's adventurous and exciting career from the blacksmith's shop to the helm of Italy, written by a man who was closely associated with him during these years. It contains twenty-four illustrations most of which have never been published in this country in any book, magazine, or newspaper. It will be one of our most heavily advertised books this Spring.

Very truly yours,

  
John Macrae, Jr.  
Sales Manager.



Freeman Tilden, of *Mr. Podd* and *Wild Money* fame, bases his new novel on a notorious confidence game. A romantic adventure story, filled with shrewd wit, humor and human nature. **THE SPANISH PRISONER.** [\$2]... In Mildred Cram's **SCOTCH VALLEY**, a tale of heroic self-sacrifice and devotion, readers of the *American Magazine* found the same inspirational quality that illuminates *Singing in the Rain*. [\$2]... Selma Lagerlof re-tells a haunting Swedish legend in **THE GENERAL'S RING**, an unusual and lovely little book in appearance as well as contents. [\$2]... With the publication of **ECOLA**, by Jacland Marmur, a book of three long stories in the manner of *Youth*, a new name is added to the roll of great sea-writers headed by Conrad and McFee... **THE ROYAL FAMILY**, the comedy hit by George S. Kaufman and Edna Ferber that is revealing to Broadway the private life of its stage favorite, is now ready in book form. [\$2].

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# ASHENDEN



Vincent Starrett has added a fantastic chapter to the classics, from *The Three Musketeers* to *Cyrano*, in this utterly different, utterly delightful novel, SEAPORTS IN THE MOON [it's especially a bookseller's novel] [\$2.50]...A sure-fire thriller is AN ACCIDENTAL ACCOMPLICE by William Johnston, the story of a girl who loved her father's enemy [\$2]... E. Temple Thurston tells his best story in JANE CARROLL, the tale of a woman who makes history from behind the scenes—a tale of action with excellent character-drawing [\$2.50]...E. V. Knox [EVOE of *Punch*] has written the most hilarious and poetic of guide-books in I'LL TELL THE WORLD, *A Guide to the Greatness of England, Mainly Intended for American Use*, Illustrated by George Morrow [\$2]...The Earl of Balfour discourses with wit and brilliance on every subject from foreign affairs to golf, in OPINIONS AND ARGUMENT [\$4]...A new life of Christ by Anthony C. Dean—JESUS CHRIST [\$1.50]. [All March 9 publications].

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## or *The British Agent* by W. Somerset Maugham

"War is not fought in kid gloves!" but back of the battle front—in Geneva, in Petrograd, in London, Paris, Berlin, the spies are at their never-ceasing work.

Ashenden—the British agent—suave, witty, daring—traps a spy with the same cold confidence with which he turns an epigram. Baronesses, generals, dancers, waiters, weave their subtlest machinations in behalf of their governments, and some of them face firing squads at dawn in payment for their patriotism of their treachery.

Ashenden's story is the story of the most dramatic and terrifying aspect of the war. Plots and counterplots carried out in secret plunge nations into stirring conflict.

This superb, polished, exciting story of the British Secret Service is told with all the power and force of Somerset Maugham at his best.

By the author of "Of Human Bondage," etc.

*Doubleday, Doran*



The Bobbs-Merrill Company

By ETHEL HUESTON

Author of

PRUDENCE OF THE PARSONAGE



Don't deny your customers the treat of reading about the irresistible, irrepressible Ginger Ella. She's a breath of fresh air from Iowa and the "darn thing's catching." \$2.00



By J. D. BERESFORD

## ALL OR NOTHING

This novel of a man who found himself the medium for a new call to the life of the spirit arrests attention and moves the heart. And there is drama in his relations with his beautiful and unchaste wife.

\$2.50



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# A GREAT BIOGRAPHY

*The Congregationalist*

# CHARLES DARWIN

## The MAN AND HIS WARFARE

Far beyond any other biography of Darwin.

*Baltimore Post*

No other single book so epitomizes Darwin.

*St. Louis Dispatch.*

A full-length portrait of a real human being.

*Los Angeles Times.*

Both authoritative and fascinating.

*Cincinnati Commercial Tribune.*

Thoroughly well documented history of a genius.

*Time.*

## Enthusiastically praised Everywhere

I would like to see this book on the requisition list of every library in the land.—C. J. Finger,

*N. Y. World.*

Biography that everybody interested in Science or heroic humanity ought to enjoy reading.

*The Catholic Vigil.*

Unquestionably the ideal book on Darwin.

*Philadelphia Public Ledger.*

A clear account of Darwin's life. The best work of Henshaw Ward.

*N. Y. Herald Tribune.*

**By HENSHAW WARD**

Author of

Illustrated

EVOLUTION for JOHN DOE

\$5.00

30th THOUSAND—

# MARRIAGE MADE EASY



BY THE AUTHORS OF "I'VE GOT YOUR NUMBER!"—WEBSTER &amp; HOPKINS

True to our prediction that **MARRIAGE MADE EASY** would quickly leap into the class of the best selling books of the hour, it is now in its *thirtieth thousand*, and still less than two weeks old. Dealers everywhere are re-ordering in routine. Once you get it started, it sells itself. Bigger, better and funnier than its still thriving predecessor *I've Got Your Number!* (now in its 12th printing and going strong, thank you!) **\$1.25**



SECOND LARGE PRINTING

# THE LEGION OF THE DAMNED

By BENNETT J. DOTY

While this book was still less than ten hours old we were able to throw out our chests and tell the world that the first printing was completely exhausted and re-orders were arriving in such quantity that we had to *double* our print order for the second edition. If your customers want a book of thrills, action and real surprises—all true and told with convincing sincerity—give them **THE LEGION OF THE DAMNED**.

Illustrated, **\$3.00**

THE CENTURY CO.

Publishers of Enduring Books

## Three types — three Leaders

# *The Life of* **ST. FRANCIS OF ASSISI**

By

**LUIGI SALVATORELLI**

Here is the *human* reality of a man whose saintly reality is an undying romance in the thoughts of millions. Reverently, accurately, and completely, this "first great biography of an Italian by an Italian" brings close to us a figure who could have been the most accomplished worldling of his time, had not his imagination created a loftier goal.

March 16

\$4.00 net

## **DEBONAIR**

By G. B. STERN

Factors which will make Miss Stern's new novel one of the most profitable of 1928:

- (1) The reputation of the author of *The Matriarch*.
- (2) The theme of the story—every modern daughter, her mother, the men who touch her life.
- (3) Special separate advertising.
- (4) Special lithographed displays for window and counter.

March 30

\$2.50 net

## **THOUGHTS WITHOUT WORDS**

By CLARENCE DAY

102 pictures by the author of *This Si-  
mian World* and *The Crow's Nest*. Also  
—despite the title—102 captions in  
words. Here is one of them:

*"The rôles of the sexes, though neatly  
assigned,  
Seem interchanged now and then.  
Not all Madonnas are women, you'll  
find,  
And not all seducers are men."*

Watch for announcement of an  
unusual public prize competition.

April 27

\$3.50

**Alfred A. Knopf**

In Canada, from The Macmillan Company of



**730 Fifth Ave., N. Y.**

Canada, Ltd., St. Martin's House, Toronto

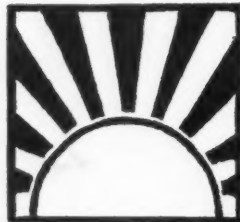


*To be Published March 14*

## UNTIL THE DAY BREAK

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The story of a New York society woman whose thirst for artistic expression leads her to give up elegance and comfort for a life of struggle and sacrifice.



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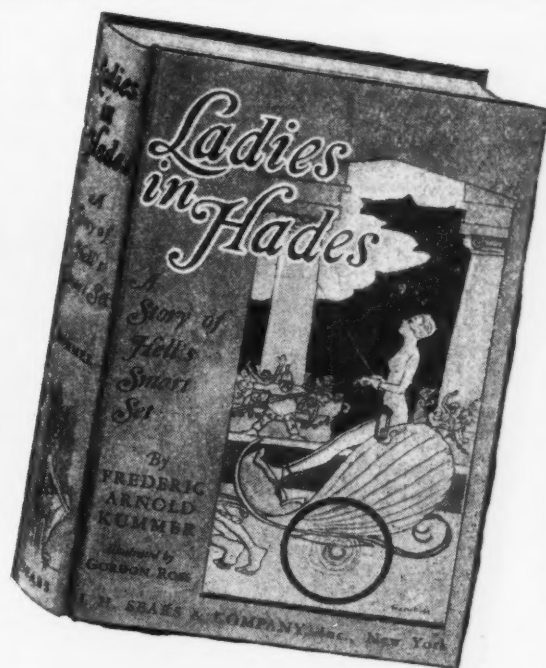
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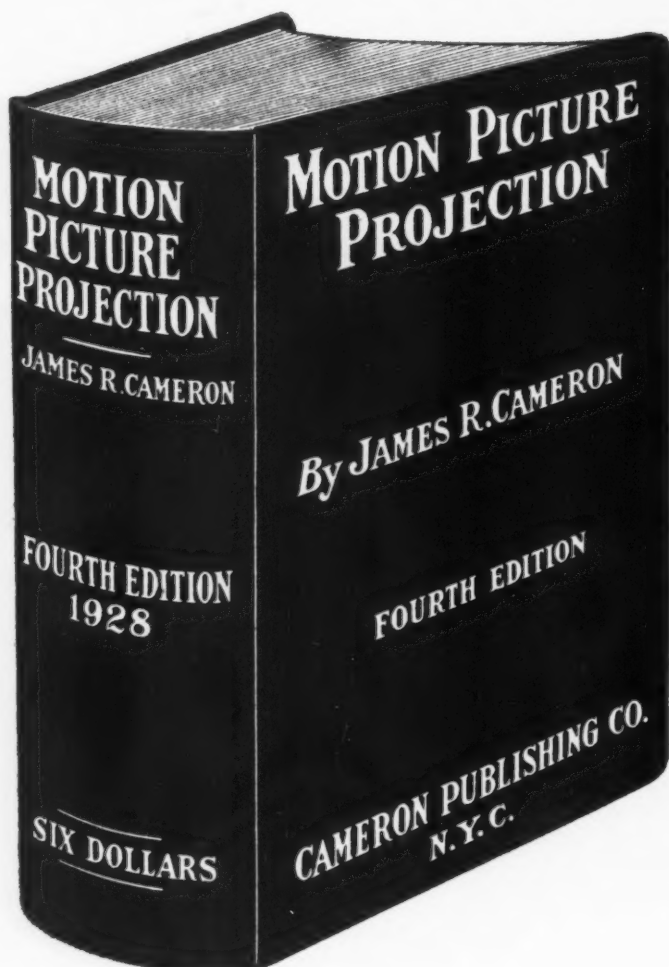
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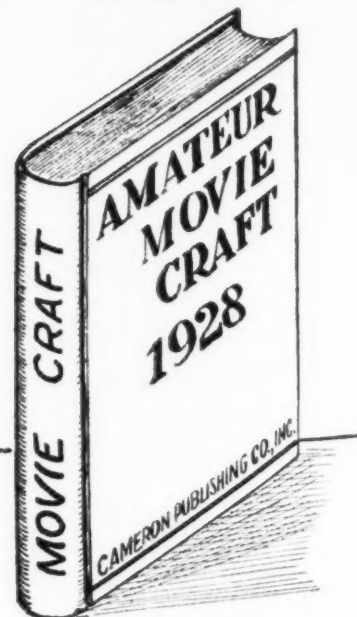
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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MARCH 3, 1928

## Better Window Displays

Carl Percy

IT is more than likely that the next ten-year period will see some marked advances in the art of window and store display advertising.

The development of any phase of business is dependent upon the amount of constructive thought devoted to it and to the action taken upon this thought. With so many retailers and national advertisers giving serious consideration to the improvement of window display advertising, it is but logical to conclude that there will be a tremendous advance in the understanding and proper use of this medium.

Over the period of the last ten years we have seen advertisers who formerly winced at an expenditure of fifty or sixty cents per display buy freely the display units costing \$1.50 and \$2.50 each. Manufacturers and retailers will readily enough spend money upon the show window when it is learned that this money will return a satisfactory yield on the investment. The tendency toward better store fronts is in itself an index which unquestionably reflects the retailer's attitude in the matter of the general appearance of his store.

In the past four or five years there has

been a marked improvement in the methods of distribution of display materials, and a very notable growth in the volume of business as well as the activity of window installation services. These are good indications for the future.

*"THE function of the window," says Mr. Percy, "is to get people into the store for the items shown, from which point not only may one sale be made but further purchases may be prompted by interior displays." Mr. Percy's counsel is all very practical, based on experience and research. This article is reprinted from his book, "Window Display Advertising," published by John Day.*

The judicious use of display material connotes a proper valuation of it on the part of the advertiser. The growth of the display service business is a further indication of the desire on the part of the advertisers to secure displays that are properly arranged.

The advertisers of this country will no doubt eventually get together on a

program of education, employing some such agency as the Window Display Advertising Association. As a matter of fact, it seems their simple duty to go to the retailers and explain to the dealers how they may best use their windows. It is reported that pharmaceutical schools are including a study of window displays in their curriculums. Only recently the Wisconsin Retail Hardware Dealers' Association sponsored a free school of instruction in show-card writing and window-dressing for its members. There are many finer points in the art of making an appeal through the plate glass

that are not at all understood by the retailer.

It has been discovered, for instance, that five associated items of merchandise seem to be an ideal display unit, as one item seems to help the sale of the other four items. It is not to be expected that as many of the passers-by will be stopped by a display showing only one article as will be stopped by a display showing five, and it is perfectly apparent why a window with five related articles of merchandise can produce a greater volume of business for the dealer than a window with only one item of merchandise. This is particularly true of items bought on the impulse of the moment. There are exceptions to this rule; but, generally speaking, it is better to show this number than to show a fewer or a greater number of items.

**CROWDED WINDOWS.** Windows are not and should not be used as unabridged catalogues of the merchandise within the store. Neither is the window a catch-all place in which to show merchandise which moves slowly, with the vain hope that the mere showing of it will speed up sales to a profitable extent. The dealer who uses his space for lame ducks overlooks the simple fact that the function of the window is, after all, to get people into the store for the items shown, from which point not only may one sale be made but further purchases may be prompted by interior displays.

**PRICE TICKETS.** Consider the moot question of price tickets. It is the general opinion that price tickets should be used and that many sales are lost by the elimination of these important informers. One concern, in a piece of literature that went to its trade, has this to say:

"As to the question, 'Should a dealer use price tickets?' Our answer is yes—nine times out of ten yes! Should he use comparative prices?

Answer, no—nine times out of ten no!

"There are many reasons for our taking this stand which seem logically to prove the point. In the first place, you are selling for the most part to men. Man's action is decisive. He is opposed to the shopping idea. He is

thoroughly capable of making up his mind for himself. Men have never been trained in the same school of shopping in which the department stores have trained women. If a man sees a piece of merchandise in your window that he feels he wants and a price on it that meets with his ideas, he will make up his mind quickly.

"Many of the things you sell at \$2 or \$3 look like \$4 or \$5 values. Why, then, leave off the price ticket and shut off possible sales? Men rebel against the idea of coming in and asking 'How much?' It simply goes against the grain. Man is the wage-earner and provider. Woman is a shopper and economizer. Why leave out prices and go against the habits of human nature?

"When you are selling articles the use of which is unfamiliar, the price extremely high or the benefits not at once apparent, the argument is quite different. It would then be the necessary function of the display to get people into the store where the sales person might elaborate and show the price justification is quality and service rendered."

**WINDOW LIGHTING.** An underlighted window is a very poor asset to a retail store and it has been proved countless times that proper lighting has the power to make a very material change in the productivity of the window display.

There are four main things to consider about lighting:

First: The amount of light on the merchandise.

Second: The absence of visible bright light sources.

Third: The color of the light.

Fourth: Novel effects such as spot-lighting of particular objects.

Consideration of the amount of light on merchandise reveals some interesting facts. Several tests were made by one of the lamp companies to determine the drawing power of lighting in show windows. The results seem to prove that the merchant who is not taking advantage of correct lighting for his displays is not obtaining the maximum return on his rental and

decorating investments. Following is a summary which gives a general idea of what the possibilities are.

Separate tests to determine the relative attracting power of different amounts of light on the merchandise were conducted in Cleveland, Ohio, and Newark, New Jersey. The lighting in the windows tested was so arranged that six intensities of light could be obtained by merely turning on or off different circuits. Every evening for a period of approximately two months a record was kept of the total number of persons passing the windows, and the total number of persons who were actually drawn to them and stopped to look at the merchandise.

The amount of light on the merchandise was changed every half-hour, complete readings being taken for each period. In this way results were obtained which included clear and cloudy weather, Saturday rush nights and average week-day nights. It is interesting to note that the results were practically the same in both cities.

It was learned that when the windows were lighted to an intensity six and one-half times the average lighting, one hundred and ten per cent. increase occurred in the number of people who stopped. It required approximately four watts of current consumption per square foot of floor to produce the average intensity at an operating cost for the window of \$.06 per hour. In the second case approximately twenty-five watts were consumed per square foot of floor at a cost of \$.22 per hour. In other words, more than doubling the number of people who stopped added only \$.16 per hour to the cost.

The following tests, made by the Edison Lamp Works, proved the power of light to draw people from distances as a street lamp attracts moths on a summer's night.

In Kingston, New York, the majority of the retail stores are located on one block in Wall Street. On the west side of the street near its northern extremity is situated the popular theater of the town. The greater portion of the people going to and from this theater walk on that side of the street. The storekeepers on the opposite or east side of the street were so conscious of this fact that few of them kept their

windows lighted after the store closed. There were only a few store windows which were lighted as late as nine o'clock at night, and possibly only two were illuminated until eleven.

Four stores having poor or mediocre lighting were selected on the east or poor side of the street. These consisted of a shoe store, a jewelry store, a drug store and a haberdashery. Modern show-window lighting, using color effects and spotlights, was installed in these stores, the old equipment being kept in order that either arrangement might be used.

A count was made under the old lighting condition of the number of persons who passed by on the east side of the street in comparison with the total on the street, as well as a count of the actual number of people who stopped and looked in at any of these windows.

After running the test for one week under the old condition, a similar count was made the following two weeks with the new lighting conditions. It was found that the evening was naturally divided into two sections: the first known as the theater-crowd section, or people who were going to and from the theater; the second, as the non-theater crowd section, or those who were walking up and down the street, possibly window-shopping.

The counting of the people showed that when the old lighting was installed and the non-theater crowds were on the street, approximately 35 per cent. of the people were on this east side; 65 per cent. of the total people on the street being on the west or theater side. During the theater crowd only 15 per cent. of the people were on the east side; 85 per cent. being on the theater side. It was also learned that only approximately 7 per cent. of the people on that side of the street stopped and looked at any of the windows.

During the second and third weeks it was found that this side where the new lighting had been installed was now attracting 53 per cent. of the non-theater crowd instead of 35 per cent., and 25 per cent. of the theater crowd instead of 15 per cent. At the same time, instead of 7 per cent. of the people stopping to look at these windows, there were now 61



per cent. stopping or actually gazing at the displays as they passed.

Dealers should be educated along the lines of the proper length of life of a window display. Tests are being conducted to determine how long various types of merchandise should occupy the favored position behind the plate glass. In some instances this is being broken down to a finer point in determining what items may best be shown the first three days of the week and what items may be more profitably shown the latter part of the week.

On the question of color alone there is an opportunity for a great deal of educational work. The mere fact that advertisers are beginning to realize the possibilities that lie in this direction is almost in itself a guaranty that such a program of helpfulness will be inaugurated by the advertisers, either individually or collectively, for the merchant's benefit.

It would seem logical to presume that when the dealers understand a few of the basic principles of displaying merchandise, and when the advertisers themselves are in accord on what is and what is not good practice, the number of inadequate, cheap and offensive window displays will be greatly diminished. Inasmuch as there will then be a reluctance on the part of the dealers to display anything but the finest type of window display advertising, it will be a question of the law of supply and demand operating, with the result that the supply of displays will be of a character to satisfy the demand. It would not be surprising to see large advertisers buying quantities of displays costing \$4, \$5 and even \$10 apiece.

It is already being shown that the window display has a circulation value which makes such an investment seem entirely within the realm of reason. The very high character of these displays should and will insure a higher sales value.

One cannot consider the body of retail dealers in any line of business as one group, all deserving the same quality and quantity of cooperation, so in the future we shall find in the advertising and sales departments of the manufacturing concerns proper store ratings and group classifications of dealers which will be used as a guide to the distribution of display mate-

rials. As a matter of fact, this practice has been in vogue with some few manufacturers for a number of years.

Because of its possibilities from the standpoint of beauty and illustration, the lithograph has had the center of the stage as far as dealer display material is concerned. This, of course, will continue, but there will be added to lithography the better use of crêpe paper, as also the use of draping materials, pedestals and devices to secure various eye-levels, and even the third-dimension picture promises to find its way into window display advertising.

The stereoscopic picture, or more properly the stereogram, with its illusion of depth, is already being developed for window display advertising. This promises to find its way into the market at a price somewhat above the cost of lithography and under the cost of mechanical devices which, because of their very nature, are almost a thing of the past.

Moving-picture machines are being made more fool-proof each day and portable projecting devices are being quite generally used in the larger metropolitan areas.

It goes without saying that the larger users of window display material will have well-developed departments for the buying and distribution of this form of advertising. This is now being done by a handful of the larger manufacturers. Generally considered, however, it is a side issue with the sales and advertising departments of today. This will not be so in the future.

Attempts will be made to buy up window display space in order that it may be sold as billboard and magazine advertising is sold. This, however, will probably not meet with any national success. There are too many competing lines of merchandise and too many personal preferences among retailers to make this scheme very feasible.

The probabilities are that within the next ten years we shall find young men entering the advertising business and specializing in this one field. Some of the larger national advertisers will employ men to travel thruout the country, calling on retailers and helping them with their display problems. The schools of window-dressing will be the first to recognize this possibility and will offer to train young men and young women for this occupation.



They may be styled good-will representatives, dealer service men or what not—it makes little or no difference. They should, and will, prove a valuable adjunct to the sales work, for if window displays have the power to speed up sales, it is certain that the more cooperation any one manufacturer can get from his retailers the more merchandise his salesmen will sell.

As long ago as 1914, a few non-competitive advertisers tried to work on a combination display program. Altho nothing of any great moment came out of the attempt, it at least served to show an appreciation on the part of the advertisers of the dealer's viewpoint in wishing to show at one time more than a single product.

Figures are available at this date to show the percentage of the advertising appropriation being spent in this form of publicity. The percentages run from nothing to over 50 per cent., depending upon the character of merchandise and the scope of distribution. It is probable that by 1935 as much as 15 per cent. will represent the average expenditure of all advertisers on this form of advertising, and a period will probably occur in which the appropriations will be even greater.

Advertising agencies as a whole have not been particularly aggressive in pushing this form of advertising, because it makes inroads on the magazine appropriations. It is quite possible that if any given advertiser were to take from his magazine appropriation a little more for the window display work, the result of this intense tie-up would in the end serve to increase the gross amount spent in national advertising. It would be a mistake to make too drastic a cut in space advertising, just as it is a mistake to spend too small sums in linking the retail store with the advertiser's national campaign.

For every consumer actually sold by national advertising there are probably three partially sold. If the store window can be used as a medium to make actual customers out of the three that are partially sold, then it follows that the advertiser can spend a greater amount of money in national advertising—as well as an increased amount in window display advertising, which, after all, is the one medium that has no waste circulation, is at the point of final sale, has to overcome no elements of time or distance and can be acted upon impulsively.

## College Bookshop Specialties

Franklin M. Watts

*The Book Nook, Lawrence, Kansas*

**I**N the fall of 1926 a girl at the University of Kansas came to me with a decorative campus map that offered good possibilities if marketed correctly. As it was her idea I paid her well for it, and to date she has made some \$125 from it.

At this time there was quite a rage for old maps, and this fitted well with the current vogue. An investigation of the market showed me that most of the maps would be sent away as gifts. Students naturally would not want them in their rooms. Its appeal was to the "grads" who had a sentimental interest in the old school. It was also a good inexpensive remembrance from the university.

These maps are expensive to produce. Plates are expensive—four are necessary, high-grade paper must be used, and to find a good market they must be placed in mailing tubes. As for the pricing it seemed to me my greatest sale and profit would come at the popular price of one dollar. To make a fair retailer's profit, 500 must be sold in two months. After that the margin would be greater but resistance would also increase.

We closed the contract with the girl on November 20th. The maps had to get out by December 5th in order to give two weeks' selling to the students before they left for their vacations. We had the en-

gravers do a hurry-up job, we wired for the paper, and put the job through on time.

Now for the selling campaign—I knew it would not be easy to put it over. Two hundred would sell without difficulty but not five hundred. I had a sample made and showed it to every one who came into the store, with the result of sixty-eight advance orders which were delivered on the day the map appeared. Then I had a special sign made reading, "We have sold . . . copies of the campus map." We changed the figure every time we made a sale. This was placed so as to be seen from the street. Every night we had an advertisement in the university paper giving the number sold to date. We also arranged for some publicity in both the local paper and the university paper. The cumulative effort and the correct original diagnosis put it over. By January 1st our sales reached 389. At the writing the sale is 913. We have not pushed it much since the original campaign. However, we still have the sign up with a framed map over it and change the figure about every day. If the map continues to sell we shall reprint it, but I would not be surprised if it has had its day and at the 1,000 mark will run out of print. I think in another school it might go over much better than here.

Now for the college mascot stationery—the success of the map set me to thinking. Couldn't I think of another product that would sell well? One dark night I thought of a clever design for mascot stationery. I went to a local artist and had him design it for me. I investigated carefully various kinds of paper until I discovered which would be most suitable.

By printing 250 boxes of paper at a time (we have sixty sheets and forty envelopes) we can give the student as much paper as he can get in any dollar box, and give him in addition the mascot in school colors. We had no preliminary campaign but placed it in the window one Saturday night. On Monday we sold twenty-three boxes. To date our sales have run 487 boxes in less than a year. I hope to get the sale up to 1,000 boxes a year. I presume this has been done in other schools but I have never seen it, neither have I seen another campus map.

Here let me inject a few remarks about

a failure. I thought of a mascot book-end and had one modeled. Everything went wrong from beginning to end for no apparent reason and it was a complete flop. This is to show that one cannot expect to guess right all of the time.

Another success has been local Christmas cards. In this time when every soda fountain and garage has greeting cards for sale it is well to make some which are absolutely distinctive, so this year I had a local artist make one of the University auditorium and one of the stadium. These have gone over well and another year we shall try some more.

Now for the book that was published this fall. Like many books it was the child of the mind of the publisher, who saw the market, then tried to fill it.

I saw there would be a good market for a book of Kansas poetry. In fact I honestly thought I could sell 500 of such a book in my own store in one season. With this as a start I found I could make a fair retailer's profit on an edition of 500. I spoke to a professor of English at the University who was enthusiastic and started to work. The editorship was entirely hers, and a very creditable book was produced under the title of "Contemporary Kansas Poetry." Long before the book was out I planned with great care the format and the marketing program. First of all I worked hard on the authors and had an advance sale to them of 189 books. In order to give an incentive to the advance orders I had the first edition limited and signed, and filled orders in the order received. This worked effectively, and I have practically cleaned up the numbered edition. As I have said before I make a fair retailer's profit.

At the same time I had an unlimited edition printed to sell to other dealers and to libraries and schools thru the state. The sale to them has been slow, as would be expected.

To summarize—it seems that the success of developing specialties lies in good products, rightly priced, sound and intensive local campaigns, and no attempt to make both a manufacturer's and a retailer's profit. One should be satisfied with the prestige and the additional volume of business.

# Easter Book Verses

*Which May Be Used on Window Cards, in Departmental Displays  
or on Greeting Cards for Book Gifts to Children*

Marguerite Fellows

**L** OUD the bells of Easter ring,  
Winter quickens into spring.  
Put all outworn thoughts away,  
Life begins anew today.  
All that has man's spirit stirred  
Lives for us in printed word.

**W** HEN bright Easter comes  
to men  
All the world is new again.  
Springtime skies are washed and  
clear,  
Yellow daffodils appear.  
Let your mind be freshened, too—  
Here's an Easter book for you.

**E** ASTER hats and Easter Bun-  
nies,  
Easter cartoons in the funnies,  
Easter eggs in every nook,  
Best of all, an Easter book.

**E** ASTER lilies you  
shall see,  
Hear the bells a-chim-  
ing,  
Wear an Easter hat for  
me,  
Watch the bright sun  
climbing.  
Then go home again to  
look  
At your lovely Easter  
book.



**A** H A P P Y, happy  
Easter day,  
I'm sending now to you.  
These printed pages all  
will say  
A happy, happy Easter  
day,  
And may your skies be  
blue and gay  
And clear the whole  
year thru.



# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

## EDITORS

R. R. BOWKER F. G. MELCHER  
62 W. 45th St., New York City

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15 cents a copy

March 3, 1928

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## Not by Himself Alone

**S**LOWLY but surely the long continued effort of the booktrade to spread its activities over twelve months in the year is bearing fruit. There are more people in the bookstores in what used to be accepted as ebb season, more orders from customers in the mails and more reorders going back by the publishers' travelers.

This change, so necessary for establishing bookselling on a sound business basis, is being brought about first by establishing in the minds of all the importance of such a change and secondly by working cooperatively to establish the new habits. The efforts of a single publisher or of a single bookseller are as nothing when changes of basic importance are to be effected; it requires the emphasis and reiteration of a hundred publishers and a thousand booksellers.

When the publishers, nearly ten years ago, organized their first cooperative campaigns for increasing the distribution of books their first program was called the Year Round Bookselling Campaign and, as the work has broadened in its character and significance, that primary emphasis has been continually in mind.

It has been learned long since that, promotion does not depend on imagining new uses for books but in strengthening cur-

rents of interest long in motion or recently observed. The season from March thru June is full of opportunities for this kind of promotion work. The season of Lent has always been connected in the public mind with religious and devotional books, but this natural interest has been but feebly reflected in the book columns and on the book counters, and too little care has been taken to present the appeal of the religious book and too little imagination has been shown in advertising and selling religious books. When all the book interested groups are presenting their case increasingly well the joint result makes a really appreciable upward trend.

The opening of the season of out-door life was for a long time partly lost as a time of book emphasis, because it was forgotten that life in the out-doors is much more enjoyable if there are books at hand on gardens, sports, trees, wild flowers, etc. When every bookstore adequately reflects the bookish background of our open air life the bookstore aisles will present a new lure.

The season of foreign travel grows at a swiftly accelerating pace as April changes to May and May to June and the display and sale of good travel books has been rapidly increasing from season to season and promises this year to reach its largest proportions.

Books for graduation gifts have been surprisingly neglected in this country, yet there can be no doubt that they furnish the ideal present for the boy or girl to whom graduation is the great event of May or June, because books are just personal enough and have just the right touch of permanent value. Nothing would be more impossible than for one publisher or one bookseller to turn the tide of graduation gifts toward the book and yet that result can be accomplished by cooperative effort and the same is just as true of books for weddings. Who ever heard of a new household starting off with too many books?

With the passing of the wedding season the vacation season comes with the need of books for the steamer reading, for guidance to automobile travel, for camp reading for boys and girls, for vacation reading for all the family. In the rush of vacation prep-



aration the book, much missed later, is often omitted in the packing. It is the bookseller's initiative that puts books on cottage piazzas where magazines might otherwise preempt more than their fair share of the reading hours.

When books take their real and needed place in the spring and summer season it will be because natural and inevitable tendencies have been accelerated by the cooperative efforts of publishers and booksellers.

### The Hen and the Egg

"THE problem in the booktrade," writes Earnest Elmo Calkins in his valuable article on "Books As Merchandise" in the *Atlantic Monthly Bookshelf*, "is something like this: The retail bookstores will not get better until people buy more books, and people will not buy more books until the bookstores are better. You remember the Butter-Scotch men in 'Davy and the Goblin.' Being butterscotch, they couldn't run till they were warm, and they couldn't get warm until they ran."

This emphasis on the importance of simultaneous progress in two all-important directions is an accurate analysis of the booktrade's problem, because, more than in most industries, successful distribution will depend on the intelligence of the retail salesmen. This thought has been much in the minds of the trade for some years, and retailers have each year brought forward the need of bookselling education at their conventions. So far, the actual experiments have been made at Philadelphia under Bessie Graham, and the result of her work was the production of "The Bookman's Manual," which has come thru two editions and is now in preparation in its third edition for fall publication. Miss Graham's "Manual" accepts the fact that the most important of all educational programs for the retail clerk must include a knowledge of the books that he is to sell. At Boston the Simmons College course has been training young women for this field, and some of the graduates of last year are at work in Boston stores. The various experiments in New York, after two years of night school in connection with New York University, have concentrated on the suc-

cessful course at the Columbia School of Library Service. This course was attended last year by booksellers and store managers from California and Florida to Michigan and Massachusetts, and was available only for those who had some bookshop connection or immediate expectation of entering into the field. This year the course under the same plan opens on July 9th for three weeks of intensive work, including three hours in the morning under Frederic Melcher and Sarah B. Ball and afternoon visits to booktrade establishments—manufacturing, publishing, wholesale and retail. Mr. Melcher's lectures on bookshop practice from the experience developed in this course will be made into a volume next year, available for individual or group study.

Still another plan that is needed and should be worked out is that suggested by the government's Vocational Bureau, which would be to provide for a class method especially useful for clerks, based on the Bureau's experience in providing study methods in other retail fields. The plan for such an effort is now being discussed by the Booksellers' Association, the Publishers' Association and the government's representatives.

The gradual growth of such a program is, as Mr. Calkins has so accurately pointed out, of vital importance if the general promotion work in the cause of books is to reach full fruition, and Mr. Calkins believes that this promotion work as now done should be still further extended to include other types of cooperative advertising.

*The American Booktrade  
should put its full  
support back of the  
bill for*

*Equitable Postal Rates  
for Books*

*S. 2040, H. R. 8304.*

*Write Congress Now.*

*See brief printed in  
Publishers' Weekly, Feb. 25th.*

## Australia Proposing "Manufacturing Clause"

CONSIDERATION to the question of copyright was given by members of the Australian Literature Society and a number of well-known authors at a meeting held at Latham House, Swanston Street, recently," says the *Melbourne Age*. "Following an interesting outline of the copyright legislation enacted by the various nations, J. H. Keating said that under the protocol obtained in 1914 by the British Government from the members of the International Copyright Convention, power was granted to impose effectively restrictions regarding copyright against those countries which did not reciprocate in regard to privileges granted to their authors. By a simple amendment to the Australian act to give the Governor in Council power to act in terms of that protocol, Australia would have the means of bringing America to a right frame of mind regarding reciprocity for Australian authors. E. J. Brady held that the only effective way to safeguard Australian authors was the introduction of a manufacturing clause compelling printing and publishing to be done in Australia, similar to that adopted in America. A motion was carried that the Australian Literature Society act with other bodies interested to bring before the Federal Government the necessity for amending the law to give effect to the power conferred by the protocol of 1914."

"Retaliation," as the *Age* remarks, "never being an acceptable weapon. The whole situation is admittedly unfortunate, but America has made it."

### Itinerary of Dr. Adler

DR. ALFRED ADLER'S lecture itinerary for the next two months follows. His "Understanding Human Nature" is now in its third large printing.

Mar.	2	Worcester, Mass.
	8-12	Philadelphia
	13-20	New York City
	30	Washington, D. C.
Apr.	2-3	Ann Arbor, Mich.
	3	Flint, Mich.
	4-6	Grand Rapids, Mich.
	7	Chicago, Ill.

## Underwood to Represent America at Ibsen Centennial

ROBERT UNDERWOOD JOHNSON, who has just passed his 75th birthday, has been nominated to represent the United States and especially the Authors' League and the American Academy of Arts & Letters at the Ibsen Centennial which is held this month in Norway. The arrangement has been completed with the Norwegian Minister at Washington, and Mr. Johnson sails on March 3rd.

Selection of Mr. Johnson to respond to this invitation has been particularly appropriate because of his long service in the cause of international copyright from the time when, as associate editor of *Century Magazine*, he became secretary of the American Copyright League which was instrumental in obtaining the passage of the new American copyright code of 1891. He has been Ambassador to Italy and been awarded many distinguished honors by European governments.

## Dictionary of American Biography Soon to Appear

THE first volume of the Dictionary of American Biography will soon be issued by the American Council of Learned Societies and Charles Scribners' Sons. The second volume is to appear next November and three or four volumes a year will be issued thereafter. But in addition to the twenty main volumes, the council will publish supplementary volumes to include the names of distinguished persons who die while the dictionary is being published. The set will be sold for \$200. The dictionary will not include the biographies of living persons. Sixteen thousand names will be included; and one of the interesting phases of the work, it is said, will be the attempt to restore forgotten reputations, that is to give prominence to Americans who made some valuable contribution to the national life but who have been robbed of their due fame by some caprice of fortune. It is expected that many new and neglected and unfamiliar phases of American life will thus be revealed.

# Famous Literary Prizes and Their Winners

Bessie Graham

## II

### *The Goncourt Prize*

THE Goncourt Prize of 5,000 francs is one of the most coveted literary prizes in France. Its annual award is always attended by feverish waiting and by great excitement in the newspapers and cafés. The predictions of the winner are as rife as the violently dissentious opinions that follow the decision. The Goncourt selection of the best novel is said to exert more influence on the literary taste and tendencies of the time than do the 150 literary prizes of the French Academy.

The Goncourt Academy was founded by Edmond de Goncourt, who died in 1896. Edmond and his brother, Jules, were the creators of the "impressionist" school of fiction. They practised "l'écriture artiste," and preached a literary faith of various subversive tenets. The Academy founded in their own memory was to consist of ten members who were to confer an annual award of 5000 francs on "the best work of imagination in prose, and exclusively in prose, published during the year, and that best exemplified youth, boldness, and talent." After seven years of litigation the Goncourt Academy was organized and the first award was made in 1903.

The Goncourt Academy was of course founded more or less in opposition to the French Academy. The founder wanted it to represent independent literature, true literature, as opposed to the "official and fashionable" authors of the French Academy. The pomposity of that sacrosanct body, who call themselves the Forty Immortals, is well offset by the bohemianism of that half-score of unconformative writers, who hold their meetings, not in the

Mazarin Palace, but in Drouant's restaurant, who have instead of public lectures nothing but a monthly lunch in a public café.

The earliest award of the Goncourt Academy was in keeping with the defiant tradition of the Goncourts. The prize was given to a novel dealing with insanity, a book unwholesome in tone and written in a most extravagant style. Afterwards the Goncourt academicians confessed their mistake in making so freakish a selection, and with the passing years they have tended to crown books that have been widely acceptable. The Goncourt prize is always given to some young beginner, never to an old established author. Unlike the prizes of the French Academy, it is a "stepping stone and not a tombstone."

The President of the Goncourt Academy, Monsieur J. H. Rosny, published in September, 1927, his "Mémoires de la Vie Littéraire," *Memoirs of a Literary Life*, wherein he relates the history of the Goncourt Academy and of its various members. The ten Goncourt members are paid 3000 gold francs apiece for their services, while the members of the French Academy receive but 1500 paper francs. M. Rosny in his *Memoirs* attempts to defend the Goncourt Academy awards in several instances where they did not meet with popular approval. Despite the French public's insistent recommendation of Charles Louis Philippe for the award, the Ten obstinately refuse to give him the prize. The *Memoirs* of the Goncourt President reflect much of the literary "talk" of France today. A list of Goncourt winners follows. English translations are mentioned whenever they exist.

This series began in the February 25th issue with Miss Graham's article about the Nobel Prize.



## GONCOURT PRIZE WINNERS

- 1903 "Force Ennemie." By John Antoine Nau.
- 1904 "La Maternelle." By Léon Frapié.
- 1905 "Les Civilisés." By Claude Farrère.
- 1906 "Dingley l'Illustre Ecrivain". By Jérôme and Jean Tharaud. (A roman à clef; Dingley was meant for Kipling).
- 1907 "Terres Lorraines." By Emile Moselly.
- 1908 "Ecrit sur l' Eau." By Francis de Miomandre.
- 1909 "En France." By Marius-Ary Leblond.
- 1910 "De Goupil à Margot, Histoire de Bêtes." By Louis Pergaud.
- 1911 "Monsieur des Lourdines." By Alphonse de Chateaubriant. (Trans. by Lady Theodora Davidson. *Doran*; 1912).
- 1912 "Les Filles de la Pluie, Scènes de la Vie Ouessantine." By André Savignon.
- 1913 "Le Peuple de la Mer." By Marc Elder.
- 1914 "L'Appel du Sol." By Adrien Bertrand (awarded in 1916). (The Call of the Soil." Trans. by J. Lewis May, N. Y. *Lane*, 1919).
- 1915 "Gaspard." By René Benjamin ("Private Gaspard, a Soldier of France." Trans. by Selmer Fougner. *Brentano*, 1916).
- 1916 "Le Feu, Journal d'une Escouade." By Henri Barbusse. ("Under Fire, the Story of a Squad." Trans. by Fitzwater Wray. *Dutton*, 1917).
- 1917 "La Flamme au Poing." By Henry Malherbe. ("The Flame that is France." Trans. by Van Wyck Brooks. *Century*, 1918).
- 1918 "Civilization." By Georges Duhamel. ("Civilization." Trans. by E. S. Brooks. *Century*, 1919).
- 1919 "A l'Ombre des Jeunes Filles en Fleurs." By Marcel Proust. ("Within a Budding Grove." 2 vols., Trans. by Scott Moncrieff. *A. & C. Boni*. This is the second part of Proust's long novel, which has the general title, "A la Recherche du Temps Perdu," called in

- the English version "Remembrance of Things Past." Four sections have so far appeared in English: *Swann's Way*, 2 vols., *Holt*, the prize winner, listed above, "The Guermantes Way," 2 vols. *A. & C. Boni*, and "Cities of the Plain," 2 vols. *A. & C. Boni*).
- 1920 "Nène." By Ernest Pérochon. ("Nène." Trans. *Doran*, 1922. French text school ed. *Ginn*, 1927).
- 1921 "Batouala." By René Maran ("Batouala." Trans. by Adele Seltzer. *Seltzer*, 1922).
- 1922 "Vitriol de Lune" (1921). "Le Martyr de l'Obèse" (1922). By Henri Béraud.
- 1923 "Rabevel." By Lucien Fabre.
- 1924 "Le Chevrefeuille. Purgatoire. Athenee." By Thierry Sandre. (The first a novel; the second memoirs of the time the author spent as a prisoner-of-war in Germany; the third, a translation of the thirteenth chapter of "The Deipnosophistae" by the Greek writer, Athenee or Athenaeos, a chapter devoted to love and the courtesans.)
- 1925 "Raboliot." By Maurice Genevoix.
- 1926 "Siegfried et le Limousin." By Jean Giraudoux. ("My Friend from Limousin." *Harper*, 1925.)
- 1927 "Le Supplice de Phèdre." By Henri Deberly.

## FRENCH ACADEMY PRIZES

THE literary prizes awarded annually by the French Academy are 150 in number. The list is too extensive to be included here. Many people feel that the list is too extensive to be really selective. The one Goncourt prize means more than the many Academy prizes. The Grand Fiction Prize is perhaps the one that attracts most attention and the winner of which is most likely to be translated into English. The award of 1927 went to "The Peat-Cutters," by Alphonse de Chateaubriant, the English translation being published by MacVeagh. A list of the members of the French Academy is one of the regular features of the World Almanac.



# An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*  
25 East 10th Street, New York City

**T**HIS, gentle reader, is a picture of an hotel. The hotel is called "Ambassador," and the reasons for its being given such a name are many but of no importance to either of us. The fact remains that it is the Hotel Ambassador.

Where is it located? It is permanently placed on the boardwalk (which you can see for yourself) overlooking the ocean (obviously) in Atlantic City, New Jersey.

Why are you interested in this building? You are interested for several reasons. You are a member of the book-trade. That is reason number one. There is a trade association—reason number two. That organization, the American Booksellers' Association, is to have a convention—reason number three. The meeting will be held in the Hotel Ambassador, at Atlantic City, May 14-17—reason number four. You are going to attend because you have every reason in the world to do so.

There is going to be a superb program for the business sessions. It will be—is certain to be—valuable to all attending booksellers. George W. Jacobs is chairman of the Committee and is arranging this work so that the bookseller will get something lasting out of the various meetings. In themselves the business sessions will be "worth the price of admission." But!!

In addition to the worth of the business session there will be "entertainment of

the better kind." Howard M. Jacobs is chairman of the committee which is preparing plans for this part of the convention. Atlantic City has been known as the World's Playground, and Mr. Jacobs assures us that he will have no difficulty in making a playtime that will not be forgotten for a long time.

The picture shown here was, of course, taken during the summer and we cannot promise that there will be out-door bathing, but the Ambassador's Private Ocean will be open to everyone, and one evening will be devoted to swimming as well as dancing.

Make your reservations now! There are two hundred rooms with bath at five dollars single, and eight dollars

double, and more at six single, and ten double.

Don't forget to get a convention fare certificate when buying your ticket. It entitles you to half fare on the return trip and helps others get the same reduction. Even if you travel only a short distance, remember that some of our members come from far-distant points, and we need two hundred and fifty certificates before the railroad companies will allow the reduced fare to anyone. It is a simple matter to ask for the convention fare certificate when you make your reservation.

Thru an error, last week's page gave the wrong dates for the convention. May 14-17 is correct. Better change your records to "Atlantic City. May 14-17, 1928."



*Hotel Ambassador, Atlantic City*

# Montreal Publishers in New York

*Louis Carrier & Co. Enters the American Market*

Alan Hunt Holley

AMERICAN publishing houses sometimes establish branch houses in Canada, but it is a rare occurrence when a Canadian house establishes a branch in New York City. Recently Louis Carrier & Co., of Montreal, have opened a New York office. This office will be in the building of G. E. Stechert & Co., at 33 East Tenth Street, and this well-known firm is extending to the newcomers a generous co-operation.

For the past few years Louis Carrier has been engaged in the publishing of French-Canadian books, under the imprint of *Les Editions du Mercure*. His success in this venture led him to a thorough investigation of the field of English publishing in Canada, and incidentally to a study of the American field as well. This survey resulted in the incorporation last summer of the firm of Louis Carrier & Co., with head office at 2055 University Street, in the shadow of McGill University.

The new firm is committed to a program of bi-lingual activity. The attractive grey covered books of the *Editions du Mercure* have brought a new standard of bookmaking to French Canada, and the reading public has shown its appreciation. There are, it may be noted, two million French Canadians in Eastern Canada and nearly a million more in the United States.

French-Canadian publishing was, until recent times, in a very primitive state. Even today there are very few publishing houses, and most of these are of a propagandist order and attached to church or political organizations.

The great majority of French-Canadian books used to be printed at the author's expense, sometimes with the imprint of a publisher or more commonly a printer, or with no imprint at all. Book distribution was almost always handled by the author himself, sometimes in a pilgrimage from friend to acquaintance, with occasional visits to bookshops where copies were left on "consignment," to be paid for if, when, and as sold. In recent years, these authors' journeys usually ended at the government offices in Quebec, where the Provincial Secretary, the Hon. Athanase David, had inaugurated a policy of financial aid to authors publishing their own books.



*Louis Carrier*

The necessity of footing the manufacturing bill led most authors to the cheapest printers, a practice that carried the standard of bookmaking to its lowest depths. Mr. Carrier's first care in *Les Editions du Mercure* was to establish and maintain a high standard of typography and book manufacturing. Publishing principles in general use in the United States, Great Britain, and France, were followed in ar-

rangements with authors, while American methods of book distribution and sales promotion were applied to the market.

The greater opportunities and fairer facilities offered proved a boon to French-Canadian authors. The distribution methods of the house gained the confidence of the booksellers to such an extent that advance orders on the first *Mercure* book of 1928 exceeded the usual first printing of a French-Canadian book. The house has also been favored with encouragement of an invaluable order from the Quebec Provincial government, which has consistently supported all intellectual and artistic movements within its borders.

For the past year Mr. Carrier has devoted his attention to preparations for the entry of his house into the field of publishing in English, both in Canada and in the United States. Affiliations have been established with The Ryerson Press, of Toronto, publishers since 1829, and with McClelland & Stewart, also of Toronto.

Louis Carrier & Co. will specialize in the publishing of books likely to prove of interest to both the United States and Canada.

With Mr. Carrier are associated two young Canadians: Paul Gouin and Alan S. Isles. Mr. Gouin is a lawyer who is also an author, his recent "Medailles Anciennes," a collection of historical poems, meeting with much praise from the critics. He is the son of the Right Hon. Sir Lomer Gouin, late Minister of Justice of the Dominion of Canada and former Prime Minister of the Province of Quebec, whose health forced him to decline the post of Canadian Minister to Washington when direct diplomatic relations were established between the two countries last year. Mr. Isles has been associated with Mr. Carrier for a number of years, tho latterly connected with the Yale University Press of New York. He is the son of Captain David Isles.

Louis Carrier is of French-Canadian and English-American extraction. He served for many years on the staffs of Canadian magazines and newspapers, notably with the *Quebec Telegraph*, *The Gazette*, and the *Montreal Daily Star*. Six years ago he made a study of the organizations of university presses, for Mc-

Gill University, Montreal, serving on the staff of the University Library. Subsequently he founded the Mercury Press, a Montreal printing plant which he managed until he launched his French publishing house. Last year he sold his interests in the Mercury Press in order to devote all of his attention to publishing. Mr. Carrier is particularly interested in inter-



Alan Isles

national book distribution and in translations. He is also a keen student of Canadian history and has written and lectured on historical subjects. He is one of the editors of the *Canadian Historical Studies*, a series of research essays and annotated texts of historical value.

### Who Wouldn't?

**I**N a full page the March issue of *Boys' Life* announces to the Boy Scouts that David Binney Putnam and his father, George Palmer Putnam, are going to East Africa next summer to visit the camp of Mr. and Mrs. Martin Johnson, author of "Safari" and other books of hunting and exploration. Some other boy scout who would like to is invited to go with David; he can send in his credentials of health, scout record and journalistic ability.



# English Booktrade News

*From Our London Correspondent*

## Prospects

**T**HE publishers have got busy early. Time was when January was about as slack as August. We recall the time when hardly a book was published in the first month of the year. Usually, in certain slow measure, publishers made up their ledgers, and counted their profits and losses. These weren't so many in those days, because competition was not nearly so fierce, and advances to authors, and royalties were on a lower scale. Also cost of distribution and costs of production were of a reasonable nature. In these piping times of activity, there is no time to take a rest. The year's trading must be prepared with the utmost dispatch, so that the publisher may have a sure guide as to his future commitments. Thus, ere the new year has begun, he is busy putting on the market some of his hopeful possessions. Already some notable volumes of fiction are out, and in the bookshops. Edgar Wallace is one of the novelists thus early in the list, and Ian Hay is nearby. There are a great number of good items coming along this spring. Practically all the spring lists are produced and distributed. Already my desk has a pile of them. I should say that this year is going to be a very good one. The early indications are to be found in the optimism of all those concerned in the book world. But competition will surely be greater. That makes for health. And it finds out the best men.

## Bookbinding

The "Manchester Guardian" says that there are a large number of bookbinders in Paris, who for a comparatively small sum, provide the most delightful covers suited to the particular kind of book. The linen binding is among the cheapest, and there are an immense variety of shades. Where sets of books are in consideration it is customary now not to bind them all alike, but with the same type of linen, paper, leather, boa-constrictor, or other material. Wall

paper, both French and Italian, is often used for covers, the corners being finished with a plain colour, or sometimes the back only. There are charming shades of brown, madder or green spots or conventional flowers on a creamy white ground with rather a rough surface which are used for this purpose. The old light wall papers are specially attractive, and here again with a set of books, the style can be the same, but the patterning and the coloring different for each book. Binding has recently become a hobby of a good many women, who not only learn to put the books together, but go and work for a time in the ordinary binding studio. It requires a certain amount of room since the presses, as well as the sewing and cutting apparatus are not small, but it is fascinating work and can be practised by those with insufficient talent for painting or drawing.

## Advertisements

An editorial note in a recent issue of the *London Mercury* reads: "We admire attractive advertisements and publishers in recent years have greatly improved their advertising. But there should be limits to what they say about their own books. Our eyes the other day were arrested by a list of books that had not yet appeared with 'Forthcoming Successes' in large letters on the top. It only remains to add a further list of 'Successes thought of but not yet written.'"

## National Book Council

Maurice Marston tells us that the plans for the year's work are well forward, and that the Council is receiving splendid support from both the authors and the trade generally. Many new bibliographies are in preparation. They are being used very widely by the booksellers and others. No less than nineteen are in hand or planned. The publishers and booksellers who now form part of the Council are: Gerald Duckworth, Gerard Hopkins, G. S.



*Books By the Pound*  
is London's latest method  
of selling, and judging by  
the eager customers it is  
a success.



Williams, T. Byard, Stanley Unwin, Geo. Anderson, G. H. Grubb, G. Wren Howard, Basil Blackwell, Harold Cleaver, and F. A. Denny. Four interesting lectures have been arranged. John Drinkwater—"Readings from His Poetry," Ian Hay on "The English Sense of Humor," Rose Macaulay and Edith Sitwell on "Modern Poetry in General and Sitwellism in Particular."

#### Victor Gollancz Ltd.

Victor Gollancz has commenced publishing in London. His Board has been joined by Stanley Morison, the historian of and expert in typography. His list is a very good one and includes many of the leading authors—H. G. Wells, Philip Guedalla, Humbert Wolfe, St. John Philby, George A. Birmingham and many others. His future plans include an Encyclopaedia of Interiors, Great Stories of Detection, Susan Glaspell's new novel "Brook Evans"; and "A Life of Dickens" by Ralph Straus. The most interesting feature is a work in five or six volumes of the finest specimens of the incunabula in the British Museum.

#### Books by Weight

We take the following from the London *Daily Chronicle*. An innovation is being tried by one of the booksellers in the West-end of London. An extensive shop window is to be kept packed with second-hand books in all branches of literature, and they will be sold at twopence per pound. The student may have half a pound of science or a

pound of theology, and the fiction lover can take a couple of pounds of novels. Of course, those who simply wish to fill up their shelves, and have no preference, can have a few pounds of printed mixture. It is not entirely a new idea, for executors and others have often found, alas, that they have had to be content to dispose of sombre collections of heavy literature by weight. But it is a new plan as applied to retail bookselling. Thin purses will obviously have to be content with light literature. We reproduce a photograph of the books being actually sold by weight.

#### Best Sellers

##### FICTION:

- "The Ugly Duchess." Lion Feuchtwanger.
- "The Bridge of San Luis Rey." Thornton Wilder.
- "The Story of Ivy." Mrs. Belloc Lowndes.
- "Hanging Johnny." Myrtle Johnson.
- "Something About Eve." J. Branch Cabell.
- "Adam and Eve." John Erskine.

##### GENERAL:

- "Conquistador." Philip Guedalla.
- "Henry Hudson." Llewelyn Powys.
- "The Goldfish." Robert Lynd.
- "Genius and Character." Emil Ludwig.
- "A Fronded Isle and Other Essays." E. V. Lucas.
- "The Greville Memoirs." Ed. by P. W. Wilson.

# Philadelphia Booktrade News

Donald F. Rose

*Editor of "Stuff and Nonsense," a Magazine of No Importance*

**J.** B. LIPPINCOTT COMPANY is the most recent among the publishers to join the ranks of the many who no longer manufacture their own publications. It has disposed of its printing and binding equipment to the International Textbook Company of Scranton, Pennsylvania, with whom is associated the Haddon Craftsmen, Inc., of Camden, New Jersey.

"The Marsh Arab: Haji Rikkan," by "Fulanain," and "Coriolanus," edited by Horace Howard Furness, Jr., A.B., Litt.D., in the Variorum Edition of Shakespeare, completing the series of Roman plays, are two new Lippincott publications. The former has something in common with "Trader Horn" in that it is the tale of a merchant peddler told in English. It was written with the encouragement of the late Gertrude Lowthian Bell, whose letters have been so popular.

Dorrance and Company, in their downtown offices in the Drexel Building, show us "Record Flights," by Clarence D. Chamberlin as their latest release. Its title is indicative of its contents, there being also a narrative of Chamberlin's own Atlantic flight. W. N. Dorrance tells us that Rear-Admiral Thomas P. Magruder, the gentleman in the Navy of recent headline fame, is bringing out "The Navy and the Nation" under their imprint in the early future. They say that it is a book "by a man who is not afraid to say what he thinks."

More books on aviation come to the fore at the John C. Winston Company, where we learn that Richard J. Beamish's book, "The Boys' Life of Lindbergh," of January publication, is its best seller. Beamish, a Philadelphia newspaper man, "beat" the town on the flying colonel, having his first book, "The Story of Lindbergh," out even before "We." Winston has also just prepared for the Boy Scouts of America a book by Chief Scout Executive James E. West, "The Lone Scout of

the Air." Warwick James Price's volume, "The One Book," which left the Winston Press January 20, is a discussion of the sources of the Bible for both professional and the layman. "Bridge Pointers" and "Contract Bridge," by Milton C. Work, they tell us, are encountering competition from similar books by Sidney Lenz.

Penn Publishing Company announces four titles under fiction for March: "Copper Moon," by Edwin Bateman Morris; "David Strange," by Nelia Gardner White; "The Break-Up," by Esther Bird-sall Darling, and "Diana at the Bath," by Elizabeth Yates Hall. Frank Shoemaker states that more than 300 entries have been received in the second Penn amateur one-act play contest, which offers \$1,000 for first prize. The contest closes on the fifteenth of this month.

Macrae-Smith, over on Ludlow Street, tell us that they have just made arrangements to publish a life of Stephen Foster, named "Sadly I Roam," written by Francis Hill, a Philadelphia newspaper man. An interesting note is that Foster wrote more than 150 songs of the South without setting foot in cotton territory, and that in composing perhaps his most famous piece, he had to ask a friend for the names of several dozen rivers before Suwanee was thought of. It is to appear next fall, and will be handled in the manner of the modern biography. Will Scott's "Shadows," successor to his well-known "Black Stamp," is being prepared now for the stage in London. Macrae-Smith also announce several titles for publication on April 16. They include: "The Silent Drum," by Grace Kellogg Griffith; "Tarpaper Palace," by Lida Larrimore; a travelers' edition of "Rambles in Old London," by George Byron Gordon; "The Secret Stair," an unusual mystery story for girls by Pember-ton Ginther, and a scrambled version of Mother Goose by Felicite Le Fevre called "Topsy Turvey." The latter, good both

for adults and juveniles, was first tried out on hundreds of school children, where it met with instant popularity.

Far to the west, J. P. Horn & Company is busy installing itself at 1905 Walnut Street under the new name of Campion and Horn, Inc., after five years at 1821 Walnut as dealers in the old, the rare and the beautiful. Campion and Horn are now completing a "Manuscript Edition" of Burton's translation of the Arabian Nights, a sheet of original manuscript being included in Volume One of each set. A prize exhibit is a complete set of first editions of the Dickens Christmas books. Mr. Horn, publisher of the Sévigné letters, is also bringing out a fine edition of the Decameron containing plates from the original paintings by Wagrez.

### Kansas Bookdealers' Convention

THE Kansas book dealers held their twelfth annual convention in Topeka, February 20 and 21. Charles L. Mitchell, past president of the National Stationers' Association, gave an important report to the members. William Minor, past president of the Illinois Book and Stationery Association, was an honored guest at the Convention. Some of the outstanding speeches in the two days' business sessions were those on store arrangement, cooperation with other dealers, talks by Kansas authors, the State Superintendent of Schools, and the state printer.

Phil M. Anderson of Newton was elected president for the ninth time; Charles M. States, of Dodge City, Vice-President; F. G. Orr, of Wichita, Secretary-Treasurer, and Mary Stromberg, of Newton, Acting Secretary. Topeka was chosen as the meeting place for the convention next year.

### San Francisco Booksellers Elect Officers

AT the annual meeting of the San Francisco Booksellers and Bay Counties Association, held at luncheon in the Clift Hotel, David Newberry, of The Emporium Book Department, was elected to the office of President, and Leon Gelber, of Gelber and Lilienthal, to the office of

Vice-President. Paul Elder was continued in the offices of Secretary and Treasurer.

George Palmer Putnam, publisher and explorer, was the guest of honor, other interesting guests being "Scotty" Allen, famous driver of Alaskan dogs; Horace G. White, manager of Blakiston Publishing Company, Philadelphia, and Joseph Steers, representing Knopf.

The official report for the past year showed a largely increased membership. The organization of the Circulating Library Section of the association was announced. The new officers are planning a constructive program for the forthcoming year.

### New Edition of German Booksellers' Directory

THE new 1928 edition of the directory of German booksellers is published by the Verlag des Börsenvereins der Deutschen Buchhändler zu Leipzig. The volume is an octavo of about 1,000 pages and gives very exact details about the kind of business done by each different shop. The directory supplies for each dealer the following information: Date of establishment; member Borsenverein or the Kreisverein; member of Clearing House; carries very complete stock; not as complete stock; buys from wholesaler only; music dealer; commissionaire; publisher interested in new manuscripts; phone number; bank; takes money orders.

### Another Book Thief—Watch for A. G. Patterson

W. P. BLESSING AND COMPANY of Chicago report that a man representing himself to be a preacher, using the same name in every instance so far, A. G. Patterson, is swindling bookshops. His game is to buy a book usually a Bible, leaving a bogus check in payment and receiving a sum over and above the amount in cash.

The Blessing Company cashed a check for \$25 and learned afterwards of four or five other similar robberies in St. Louis, Detroit, Chicago and Indianapolis by the same man.



## Changes in Price

D. APPLETON & COMPANY

Annabel Turner's "The Study of Fabrics" from \$2.00 to \$2.50. Annabel Turner's "Sewing and Textiles" from \$2.25 to \$2.50.

## Obituary Note

JAMES L. FORD

JAMES LAUREN FORD, humorist and author, died on February 26th at Bay Shore, L. I., after ten years of invalidism that included blindness and the amputation of both legs. He was born in St. Louis in 1854 and attended school in Stockbridge, Mass. At the age of 16 he came to New York and began his literary career with a job on the *Railroad Gazette*. For many years he was literary critic of the old New York *Herald* but since that paper was sold to Frank Munsey he has been free lancing. His books include: "The Literary Shop," "Bohemia Invaded," "Cupid and the Footlights," "The Great Mirage," "Forty Odd Years in the Literary Shops" and "Hot Corn Ike." He was editor of *The Porcupine* for two years.

## Relative Cost

THE year 1927 has found the dollar of 1914 worth about 64c, according to the careful records of the National Industrial Conference Board, which prepares each year a cost of living index. There has been very little fluctuation during the last three years.

## Business Notes

BROOKLYN, N. Y.—The Argonaut Book Shop has just started at 142 Lawrence St. and will carry a general line and operate a circulating library. Gelston Howell and Nathan T. Beers, Jr. are the partners. Mr. Howell, who was formerly with Brentano's, will continue and enlarge his rare book business.

NEW YORK CITY—The Adelphi Company, for a time associated with Greenberg, Publisher, announces a change in policy and will hereafter publish books in the field of social sciences only, under their own imprint.

PITTSBURGH, PA. — The Priscilla Guthrie Bookshop, Inc., which was re-

organized with new capital just before Christmas, is reported to have had a good beginning of new business and a strong continued support from its old friends in the city. The officers of the new corporation are W. J. Crull, president, F. S. Guthrie, vice president, and Hazel R. Clifton, secretary-treasurer.

## Communication

### THE ADELPHI CO. REVIVED

Editor, *Publishers' Weekly*:

There seems to be some confusion in the minds of the trade about our relationship with the Adelphi Co. and I should like to straighten this out.

The Adelphi Co. was formerly owned by R. I. Warshow. We consolidated his business with ours in 1926, at which time Mr. Warshow became our vice-president and a director. The Adelphi Co., as such, became inactive.

On January 1, 1928, H. Thomas Warshow (a brother of my associate) launched an entirely new business, organized for the publication exclusively of books on economics and sociology. We sold to him the name and the corporation machinery of the Adelphi Company as well as three of our economics titles. At that time we advised our printers, binders and the trade of the negotiation in order to prevent confusion of accounts.

The two businesses are now conducted separately, having no connection with each other, and R. I. Warshow continues as my active associate. He is in no way interested in the Adelphi Company.

Cordially yours,

J. W. GREENBERG, *President*.

Greenberg, Publisher, Inc.

## Rare Books at Hollywood

UNITY PEQUES whose attractive bookshop on the main street of Hollywood has been a growing success has now opened a rare book department in charge of Paul Jordan-Smith. They call it the Old Book Chamber and the first catalog showed a general stock of old editions, fine modern works and association books.

# The Weekly Record of New Publications

**T**HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

## Alexander, W. B.

Birds of the ocean. 451p. il. S c. N. Y., Putnam \$3.50

A handbook for voyagers and dwellers at the sea-side containing descriptions of all the sea-birds of the world.

## Allen, Albert Cooper

The little shepherd of Lava Lake. 305 p. D c. N. Y., G. H. Watt \$2

Mystery and adventure in Oregon.

## Auden, W. H., and Day-Lewis, C., eds.

Oxford poetry, 1927. 57p. D '28 N. Y., Appleton bds. \$1

## Bacon, Francis

Bacon's essays, and, Wisdom of the ancients. 282p. D '27 N. Y., Nelson 60 c.

## Bailey, Vernon Howe

New trails in old Spain. 332p. il. D [c.'28] N. Y., J. H. Sears

Travel ed., \$3.50; art ed., buck. \$5.50 bxd. Descriptive material about the cities, towns, and villages of Spain, with illustrations by the author.

## Baltzell, Maude Day

101 games for boys and girls. 297p. il. diags. D c. N. Y., Nelson \$1.50

## Barbican, James

The confessions of a rum-runner. 318p. D c. N. Y., Ives Washburn \$2  
How a young Englishman engaged in the profitable business of rum-running.

## Barry, Iris

Portrait of Lady Mary Montagu. 336p. il. O [c.'28] Ind., Bobbs-Merrill \$5

The story of a famous letter-writer of the eighteenth century, a woman who dominated London society by her wit and radiant personality.

## Batchelder, Mildred

The adventures of Chippybobbie and his friend Mr. Field Mouse. 96p. il. (col.) S (Little color bks.) '27 N. Y., Nelson bds. 50 c.

## Bailey, Hamilton

Demonstrations of physical signs in clinical surgery. 234p. il. O '27 N. Y., Wm. Wood \$6.50

## Banister and Bourne

Queen Charlotte's practice of obstetrics. 629p. il. O '27 N. Y., Wm. Wood \$7

## Baxter, George Owen

Train's trust. 320p. D (Copyright fiction) [c.'26] N. Y., Burt 75 c.

## Bedford-Jones, Henry [John Wycliffe, pseud.]

The king's passport. 342p. D c. N. Y., Putnam \$2

An historical novel of court intrigue arising from a passport signed by Louis XIII, involving Cyrano de Bergerac and d'Artagnan.

## Beeding, Francis

The little white hag. 320p. D (Copyright fiction) [c.'26] N. Y., Burt 75 c.

## Belloc, Hilaire

Danton; a study. 472p. il. O c. N. Y., Putnam \$5

The first American edition, with a new preface, of a work first published in London in 1899.

## Benton, John Robert

An introductory textbook of electrical engineering. 358p. (2p. bibl. il. diags. O [c.'28] Bost., Ginn \$3.60

## Bethune-Bake, J. F., D.D.

The way of modernism, and other essays. 150p. D '27 N. Y., Macmillan \$2.40

## Bigelow, Maurice Alpheus, and Broadhurst, Jean

Health for every day; rev. ed. various p. il. diags. D [c.'24, '27] Newark, N. J., Silver, Burdett

Health in home and neighborhood; rev. ed. 335p. il. diags. maps D [c.'24, '27] Newark, N. J., Silver, Burdett 84 c.

## Blanchard, Phyllis Mary

The child and society. 380p. (bibls.) D (Longmans' social science ser.) c. N. Y., Longmans \$2.25

An introduction to the social psychology of the child.

## Bent, Arthur Cleveland

Life histories of North American shore birds; order limicolae (pt. 1) 429p. il. O (U. S. Nat'l mus. bull. 142) '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc pap. 85 c.

**Bloom, Ursula**

Candleshades. 301p. D c. N. Y., G. H. Watt \$2

Joyce and her emotions grow up.

**Briggs, Wallace Alvin, comp.**

Immortelles, garnered from the lyric centuries [lim. ed.]. 1526p. O '27 N. Y., McBride lea. priv. pr.

**Brown, F. J.**

The cable and wireless communications of the world; a survey of present day means of international communication by cable and wireless. 157p. il. map O '27 N. Y., Pitman \$2.25

**Byne, Arthur, and Byne, Mrs. Mildred Stapley**

Majorcan houses and gardens. various p. il. diagrs. map (col.) F c. N. Y., Wm. Helburn \$25

A beautiful book of photographs and scaled drawings, with descriptive text, showing the architecture found on a picturesque Spanish island in the Mediterranean.

**Calkins, Clinch**

Poems. 69p. D '28, c. '23-'28 N. Y., Knopf bds. \$2

The first published volume of a poet whose work has appeared in magazines during the past few years.

**Cameron, Margaret [Mrs. Harrison Cass Lewis]**

A sporting chance. 279p. D (Copyright fiction) [c. '26] N. Y., Burt 75 c.

**Chalmers, Mrs. Margaret Rebecca Piper**

April and Sally June. 310p. D [c. '28] Phil., Penn \$2

An April romance.

**Christie, O. F.**

The transition from aristocracy 1832-1867. 360p. (5p. bibl.) O c. N. Y., Putnam \$3.50

Historical significance and consequences of the English Reform Bill, 1832.

**Clement, Arthur G., and others**

Our surroundings; an elementary general science. 640p. il. diagrs. O [c. '28] Syracuse, N. Y., Iroquois Pub. Co. \$1.68

The joint authors of this work are Morton C. Collister and Ernest L. Thurston.

**Cobb, Bertha Browning Barnes [Mrs. Ernest Cobb] and Cobb, Ernest**

Pennie. 194p. il. (col.) D '28 c. '27 N. Y., Putnam \$1.50

How Pennie, a little girl of seven, took care of a baby all by herself.

**Connor, Glenn A.**

Thunderbolt. 317p. D c. N. Y., G. H. Watt \$2

The story of a man-hating stallion and of the ranchmen who tried to conquer him.

**Cooper, Alice Cecilia, ed.**

Poems of youth; verse for junior high schools. 443p. il. D [c. '28] Bost., Ginn \$1.20

**Cox, Sidney**

The teaching of English; avowals and ventures. 172p. D c. N. Y., Harper \$1.50

**Crawford, Cecil Clement**

Sermon outlines. 324p. D [c. '27] St. Louis, Mo., Restoration Pub. Co. \$2

**Creager, Rev. Harold L., and Alleman, Rev. Herbert Christian**

Beginners' Hebrew grammar. 366p. D [c. '27] N. Y., Heath \$3

**Daniels, H. G.**

The rise of the German Republic. 303p. (2p. bibl.) il. O '28 N. Y., Scribner \$4

During the past eight years the author has been resident correspondent of the London Times in Berlin.

**Day, Holman Francis**

When the fight begins. 345p. D (Copyright fiction) [c. '26] N. Y., Burt 75 c.

**Deeping, Warwick**

Uther and Igraine. 376p. O (Blue jade lib.) '28, c. '02, '28 N. Y., Knopf \$3

A romance of pre-Arthurian days in Britain.

**De Kay, John Wesley**

Mexico, the problem and the solution. 79p. O [c. '27] [Wash., D. C., Nat'l Capital Press, 1210 D St., N.W.] \$1

**Education of the modern boy, The; introd. by**

David M. Little. 297p. O '28, c. '25 Bost., Houghton \$3

Formerly published by Small, Maynard & Co., and now reissued in an edition uniform with "The Education of the Modern Girl."

**Buffum, Charles**

Essentials of Latin. 160p. D '27 N. Y., Globe Bk. pap. 67 c.

**Bunker, Harry S., and others**

The business department of school publications. 144p. il. O [c. '27] Iowa City, Ia., Lombard Press \$2.50

**Byars, J. C., Jr., comp.**

Black and white [an anthology of Washington verse]. 96p. O [c. '27] Wash., D. C., Crane Press, 1730 L St., N.W. bds. \$1.50

**Chatterji, Karuna K.**

Tropical surgery and surgical pathology. 274p. il. O '27 N. Y., Wm. Wood \$6

**Clarke, Crichton**

Ideals and actuals; essays. 104p. S '28 N. Y., McCoy Pub., 35 W. 32nd St. pap. 75 c.

Confirmation or the laying on of hands; v. 2, Practical. 309p. O '27 N. Y., Macmillan \$3.50

**Connor, J. Hal, and Shankland, Ora**

Jug o' fun; seven hundred and eight choice scraps

for after-dinner speakers. 83p. O c. '27 [Chandler-ville, Ill., Jug O' Fun] pap. \$1

**Craig, Gerald Spellman**

Tentative course of study in elementary science for grades one and two. 97p. (bibl.) O '27 N. Y., Teachers College, Columbia Univ. pap. 90 c.

**Drain, James R.**

Chiropractic thoughts. 193p. front. (pors.) O c '27 San Antonio, Tex., Tex. Chiropractic College Alumni Ass'n \$10

**Durell, Clement V.**

A concise geometrical conics. 115p. D '27 N. Y., Macmillan \$1.40

**East, W. Norwood, M.D.**

Forensic psychiatry in criminal courts. 381p. O '27 N. Y., Wm Wood \$5

**Evans, Allen Grant**

The new fur coat; a one-act comedy. 12p. S (Denison's one act comedies and farces) [c. '27] Chic., T. S. Denison pap. 25 c.



- Edwards, William**  
Notes on European history: v. iv, 1815-1870. 584p. D '28 N. Y., Putnam \$4.50
- Ellis, Edward Sylvester**  
One thousand mythological characters briefly described [new ed.]. 162p. il. S [c. '27] N. Y., Noble & Noble \$1.25
- Elsie-Jean**  
Wild flowers and elves. no p. il. (col.) '27 N. Y., Nelson \$1.50 bxd.  
Children's book of poetry about common American flowers.
- Fleming, W. M.**  
The hunted piccaninnies. 190p. il. (pt. col.) D '28 N. Y., Dutton \$2.50  
Two white boys, lost in the Australian woods, meet three piccaninnies, who are fleeing from their tribe to escape death at the hands of the Medicine Man.
- Fletcher, Joseph Smith**  
I'd venture all for thee. 313p. D c. Garden City, N. Y., Doubleday, Doran \$2  
Romantic adventures of a Scotch nobleman during the period of the uprising against the Stuarts.
- Freeman, Richard Austin**  
The D'Arblay mystery. 291p. D (Copyright fiction) [c. '26] N. Y., Burt 75 c.
- Fülöp-Miller, René**  
Lenin and Gandhi; tr. from the German by F. S. Flint and D. F. Tait. 354p. (8p. bibl.) il. O [c. '27] N. Y., Putnam \$5  
The life and work of two men whose personalities, in the author's opinion, best embody the spirit of the present age.
- Garner, James Wilford**  
Political science and government. 831p. (bibls.) O [c. '28] N. Y., Amer. Bk. Co. \$3.80
- George, Henry**  
Significant paragraphs from Henry George's Progress and poverty; introd. by John Dewey. 90p. D c. Garden City, N. Y., Doubleday, Doran \$1.75  
Compiled by Harry Gunnison Brown, professor of economics, University of Missouri, and published for the Robert Schalkenbach Foundation.
- Gibbons, Daniel**  
God in us. 100p. D c. N. Y., Macmillan \$1  
The world's faith of Quakerism.
- Gilbert, Anthony**  
The tragedy at Freyne. various p. D (Copyright fiction) '28 N. Y., Burt 75 c.
- Gluck, Sinclair**  
The deeper scar. various p. D (Copyright fiction) '28 N. Y., Burt 75 c.
- Gobineau, Joseph Arthur, comte de**  
The Renaissance; ed. by Dr. Oscar Levy [pocket ed.]. 414p. S '27 N. Y., Putnam \$2.50  
The Italian Renaissance from the time of Savonarola, 1485, to the death of Michael Angelo in 1560.
- Graves, Hattie Eva**  
Day dreams and true events [verse]. 61p. D [c. '27] N. Y., F. H. Hitchcock \$2
- Griffith-Jones, Ebenezer, D.D., and Welch, Adam Cleghorne, D.D.**  
Genesis; a little library of exposition with new studies. 152p. (bibl.) D (The study Bible) [n. d.] Garden City, N. Y., Doubleday, Doran \$1.25
- Hanson, Charles Lane, and Gross, William J., eds.**  
Short stories of today. 416p. il. S [c. '28] Bost., Ginn 92 c.
- Harap, Henry**  
The technique of curriculum making. 326p. (28p. bibl.) D c. N. Y., Macmillan \$1.80
- Harvey, George Brinton McClellan**  
Henry Clay Frick: the man. 382p. il. O c. N. Y., Scribner buck. \$5  
Colonel Harvey writes the first biography of this famous capitalist.
- Hawthorne, Rev. William**  
By these things men live. 36p. O (Stratford sermons) [c. '28] Bost., Stratford pap. 50 c.
- Hélein, Jules**  
Hélein's French grammar; first year. 208p. D '27 N. Y., Brentano's \$1.50
- Henderson, Daniel Macintyre**  
The golden bees. 330p. D c. N. Y., Stokes \$2.50  
The story of Betsy Patterson of Baltimore and the Bonaparte family, into which she married.
- Hendryx, James Beardsley**  
Oak and iron. various p. D (Copyright fiction) '28 N. Y., Burt 75 c.
- Herbst, Winifred**  
Little Nellie of Holy God; the Little violet of the blessed sacrament. 68p. front. S '27 St. Nazianz, Wis., Salvatorian Fathers \$1.10
- Finnegan, Edward**  
Slippin'; a one-act play. 15p. D (Denison's one act comedies and farces) [c. '27] Chic., T. S. Denison pap. 25 c.
- Fisher, O. S.**  
Ten years of agronomy extension, 1915 to 1924. 24p. il. map. diagrs. O (U. S. Dep't of Agric., circ. no. 22) '28 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.
- [Flohr, Lewis B.]**  
Marketing farm produce by parcel post. 54p. il. O (Farmers' bull. no. 1551) [c. '28] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 10 c.
- Givens, Harrison C.**  
Reading house plans; blue print reading for the building trades. 76p. diagrs. O (Wiley trade ser.) '27 N. Y., Wiley \$1.50
- Holmes, Harry N.**  
Laboratory manual of colloid chemistry; 2nd ed., enl. 228p. diagrs. O '28 N. Y., Wiley \$3
- Hudleston, L. J.**  
Chemical affinity. 145p. (2p. bibl.) diagrs. O (Monographs on inorganic and physical chemistry) '28 N. Y., Longmans \$2.75

**Hind, Charles Lewis, comp.**

One hundred best books. 272p. D c. N. Y., Putnam \$1.75

Being the composite report of over 4,000 readers sifted down to 100 titles by the compiler. This, the first American edition, contains a supplementary list of 100 additional titles suggested by American publishers.

**Hornbeck, Stanley Kuhl**

China today: political. various p. D (World Peace Found. pamphlets, v. 10, no. 5) '27 Bost., World Peace Foundation, 40 Mt. Vernon St. \$1.25

The author is a lecturer on the history of the Far East at Harvard University.

**Huntington, William Reed, D.D.**

The church-idea; an essay towards unity; 5th ed.; introd. by Bp. Charles Lewis Slatery. 206p. O c. Bost., Houghton \$2

**Inge, William Ralph, D.D., and Goudge, Henry Leighton, D.D.**

Hebrews; a little library of exposition, with new studies. 152p. (bibl.) D (The study Bible) [n. d.] Garden City, N. Y., Doubleday, Doran \$1.25

**Jacobson, Eli B.**

English for workers. 112p. D [c. '28] N. Y., Internat'l Publishers \$1

A small English grammar especially adapted to foreign-born adult workers.

**Jefferson, Charles Edward**

The character of Paul; cheaper ed. 389p. D '27 N. Y., Macmillan \$1.75

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- Our surroundings. Clement, A. G. \$1.68  
Iroquois Pub. Co.
- Oxford poetry, 1927. Auden, W. H. \$1  
Appleton
- Passionate rebel, A. Wynne, P. \$2  
Doubleday, Doran
- Pattern. Mackie, T. \$1.40 Longmans
- Pearl thief, The. Ruck, B. 75c. Burt
- Pennie. Cobb, B. \$1.50 Putnam
- Plane and solid analytic geometry. McGiffert,  
J. \$2.48 Ginn
- Plane trigonometry. Lennes, N. J. \$2.20  
Harper
- Poems. Calkins, C. \$2 Knopf
- Poems of youth. Cooper, A. C. \$1.20 Ginn
- Political science and government. Garner, J.  
W. \$3.80 Amer. Bk. Co.
- Portrait of Lady Mary Montagu. Barry, I.  
\$5 Bobbs-Merrill
- Priestly virtue and zeal. Kirlin, J. \$2  
Benziger Bros.
- Principles of educational sociology. Smith,  
W. R. \$3 Houghton
- Private prayer in Christian story. Stoddart,  
J. T. \$2.50 Doubleday, Doran
- Psalms. Watt, L. M. \$1.25  
Doubleday, Doran
- Psychology for executives. Smith, E. D.  
\$3.50 Harper
- Rambles in Europe. Wayland, J. W. \$6.50  
Shenandoah Pub. House
- Renaissance, The. Gobineau, J. A. \$2.50  
Putnam
- Resurrection in our street, The. Stewart, G.  
\$1.35 Doubleday, Doran
- Rise of the German Republic, The. Daniels,  
H. G. \$4 Scribner
- Sackcloth and ashes. Savi, E. W. \$2  
Curtis Press
- Safari. Johnson, M. \$5 Putnam
- St. Mark. Liverpool, Bp. of. \$1.25  
Doubleday, Doran
- Sergeant Eadie. Nason, L. H. \$2  
Doubleday, Doran
- Sermons outlines. Crawford, C. C. \$2  
Restoration Pub. Co.
- Short stories of today. Hanson, C. L. 92c.  
Ginn
- Significant paragraphs from Henry George's  
Progress and poverty. \$1.75  
Doubleday, Doran
- Something for nothing. Rath, E. J. \$2 Watt
- Spellbinder, The. Rossiter, L. \$2 Dutton
- Sporting chance, A. Cameron, M. 75c. Burt
- Square emerald, The. Johns, F. \$2  
John Day
- Strange corners of the world. Wetherell, J.  
E. \$1.75 Nelson
- Strange interlude. O'Neill, E. G. \$2.50  
Liveright
- Teaching of English, The. Cox, S. \$1.50  
Harper
- Technique of curriculum making, The. Harap,  
H. \$1.80 Macmillan
- Terrible people, The. Wallace, E. 75c. Burt
- Textual discoveries in Proverbs, Psalms and  
Isaiah. Scott, M. \$3.40 Macmillan
- Thackeray (William Makepeace). Melville,  
L. \$6 Doubleday, Doran
- Thunderbolt. Connor, G. A. \$2 G. H. Watt
- Tragedy at Freyne, The. Gilbert, A. 75c.  
Burt
- Train's trust. Baxter, G. O. 75c. Burt
- Transition from aristocracy, 1832-1867, The.  
Christie, O. F. \$3.50 Putnam
- Trial of Mary Dugan, The. Wolff, W. A.  
\$2 Doubleday, Doran
- Truth about men and other matters, The.  
Wetmore, E. B. \$2 Avondale Press
- Unknown Italy, Reynolds-Ball, E. A. \$4.25  
Macmillan
- Uther and Igraine. Deeping, W. \$3 Knopf
- Virgin in judgment, The. Phillpotts, E. \$4  
Macmillan
- Water! Terhune, A. P. \$2 Harper
- Way of modernism, The. Bethune-Bake, J.  
F. \$2.40 Macmillan
- We have changed all that. Quick, H. 2  
Bobbs-Merrill
- When the fight begins. Day, H. F. 75c. Burt
- While the gods grinned. Turner, J. H. \$2  
Putnam
- White god's way, The. Shaw, S. 75c. Burt
- Wild flowers and elves. Elsie-Jean. \$1.50  
Nelson
- Yellow shadows. Rohmer, S. 75c. Burt

# The Field of Old and Rare Books and Weekly Book Exchange

## CURRENT RARE BOOK NOTES

Frederick M. Hopkins

SEVERAL English catalogs come across the Atlantic priced in dollars and cents instead of pounds and shillings, which indicates that the American trade of these bookshops was considered of very much importance when these catalogs were printed.

THE current catalog of Edgar H. Wells & Co., of this city, comprising principally first editions of English authors, mostly modern, lists the first part of Thomas Hardy's "The Dynasts," the extremely rare first issue of the first edition, with the title page dated 1903, at \$2,000.

SAMUEL LOVEMAN from his recently established Rowfront Book Shop at 165 William St., New York, has issued a catalog of First Edition, Fine Presses, etc. The manuscript of D. H. Lawrence's "Women in Love" is listed at \$500.

NEW light, it is said, has been thrown upon the life and character of Walt Whitman by the collection of Whitmaniana presented by the poet's niece to the City of Camden. Many of these letters concern the Civil War and are loud in criticism of the "mean-souled brutes that get in positions subordinate" and disgrace the leaders who were struggling to save the nation. Of Lincoln Whitman wrote in 1865: "He is a very plain and substantial man—it seems wonderful that just that plain, middling-sized, ordinary man, dressed in black, should be the master of all these myriads of soldiers."

THE Oxford University Press, American Branch, announces the publication of "Endymion" by John Keats, edited by H. C. Notcutt, and printed in a type-facsimile edition of the poem as it was pub-

lished in 1818. The paper, type, and covers are as close a reproduction of the original as can possibly be made without the use of photography. Undoubtedly the book will be popular with enthusiasts, who are getting an interesting copy of the poet's great work at a very moderate price. The editor has done more than superintend a facsimile reprint. He has, by careful annotation, made this book a valuable contribution to the bibliography as well as to the poetry of Keats' "Endymion." By means of notes he has indicated the variant readings of later editions, and in his "Introduction" he goes fully into the meaning of the poem, and the circumstances in the poet's life with which the poem is associated. Finally he gives an account of the reception of "Endymion" by readers of its first publication.

AMERICANA from the library of Samuel Kingan, of Tucson, Arizona, comprising 580 lots, was sold at the Anderson Galleries, February 20, bringing \$15,507.50. At both sessions there was lively competition, and good prices were realized. A few of the rarer lots and the prices realized were the following: John Burk's "History of Virginia," 4 vols., 8vo, morocco, Petersburg, 1822, \$115; Capt. James Cook's "Voyages," 7 vols., 4to, and folio Atlas, London, 1773-84, first editions, \$120; Hakluyt Society Publications, 58 vols., 8vo, London, 1847-79, \$277.50; Louis Hennepin's "New Discovery of a Vast Country in America," 8vo, morocco by Blackwell, London, 1698, second issue of the first English edition, \$155; "Jesuit Relations and Allied Documents," travels and explorations of the Jesuit Missionaries in New France, 1610-1791, 73 vols., 8vo, buckram, Cleveland, 1896-1901, \$310;



Thomas Mante's "History of the Late War in North America, and the Islands of the West Indies," 4to, original, boards, London, 1772, \$380; Capt. Philip Pittman's "Present State of the European Settlements on the Mississippi," 4to, boards, London, 1770, first edition, \$200; and William Smith's "Historical Account of the Expedition Against the Ohio Indians," 4to, boards, London, 1766, \$200.

**PART 2** of historical autograph letters and documents from the collection of Schuyler Colfax, vice president of the United States, comprising 203 lots, sold at the Anderson Galleries, February 23, brought \$13,318.50. A few of the outstanding items and the prices realized were the following: A. L. S. of Benjamin Franklin, 1 p., 4to, Passy, September 15, 1784, to John Jay, brought \$900; another Franklin letter, 1 p., 4to, with an autograph manuscript, 1 p., folio, February 9, 1789, telling how the American Revolution might have been avoided, \$1,500; D. S. by George Ross, Signer, 1 p., 4to, Philadelphia, September 9, 1776, \$425; A. L. S. of George Taylor, Signer, 1 p., 4to, Greenwich, April 2, 1780, \$575; A. L. S. of General Grant, 1 p., City Point, Va., March 7, 1865, to General Meade, telling of the location of the Confederate forces, \$100; A. L. S. of Abraham Lincoln, 2 pp., 4to, Springfield, Ill., January 8, 1859, giving his opinion of Senator Douglas, \$3,500.

**PART 6** of "Bibliotheca Americana," published by Maggs Bros. of London, a small quarto, 310 pages, with many full-page facsimiles of rare title-pages, has just appeared. This part is devoted to "Books on America in Spanish" and contains many extremely rare and valuable books relating to the early history of North and South America.

**ONE** of the rarest of the fifteenth century Bibles, a four-volume edition printed in 1480 by Adolph Rusch, of Strassburg, has been presented to the Princeton University Library. The copy given to Princeton is said to be one of the two complete Bibles of this edition extant, the other being in the library of the Duke of Suffolk.

## Auction Calendar

**Tuesday Afternoon, March 6th, at 2:30.** The valuable library of the late Monsignor Joseph L. J. Kirlin of Philadelphia covering early printed books, theological books, first editions, etc. (No. 1412; Items 329.) Stan. V. Henkels, 1110 Sansom St., Philadelphia, Pa.

**Wednesday and Thursday Evenings, March 14th and 15th, at 8 o'clock.** A valuable library, choice limited and de luxe editions, standard sets in fine bindings, illustrated art books, first editions and miscellaneous. (Items 300.) Sam W. Pattison & Co., 407 North Howard St., Baltimore, Md.

## Catalogs Received

- Americana.** (No. 1; Items 451.) Ernest W. Stevens, Cannington, Bridgwater, England.
- Americana, historical and literary.** (No. 721; Items 234.) C. W. Unger, Pottsville, Pa.
- Autographs, books, pamphlets, etc., most of which relate to America.** (No. 50.) J. E. Spanuth, Pottsville, Pa.
- Autographs, historical, literary.** (No. 2454; Items 426.) John Heise, 410 Onondaga Bank Building, Syracuse, N. Y.
- Autograph letters and manuscripts.** (No. 85.) Ernest Dressel North, 587 Fifth Ave., New York City.
- Bibliotheca Americana.** (No. 48.) Americus Book Co., Americus, Ga.
- Books about books.** (No. 949; Items 659.) James Tregaskis & Son, 66 Great Russell Street, W. C. 1, London, England.
- Books, autograph letters, drawings by famous illustrators.** (No. 4.) Alwin J. Scheuer, 26 East 56th St., New York City.
- Books relating to Virginia history and American History.** (No. 30.) Joseph K. Ruebush Co., Dayton, Va.
- Fine presses, Americana, art and architecture, modern first editions, curios, autographs.** (No. 20; Items 1240.) Dauber & Pine Bookshops, 66 Fifth Ave., New York City.
- First editions and miscellaneous books.** (No. 9; Items 424.) Wyman C. Hill, 9 Haynes Court, Leominster, Mass.
- First Editions of various English authors, with others of miscellaneous interest.** (No. 24; Items 440.) Edgar H. Wells & Co., Inc., 41a East 47th St., New York City.
- Inkunabeln.** (No. 109; Items 450.) Paul Graupe, Tiergartenstrasse 4, Berlin, W. 10, Germany.
- Klischees-Verzeichnis. Naturgeschichte.** A. Pichlers Witwe & Sohn, Vienna, Austria.
- Kunstgeschichte Kunstgewerbe Werke mit Kupfern, Holzschnitten, Lithographien, Kunstblätter.** (No. 16; Items 707.) Robert Jahn, Goschenstrasse 1, Leipzig C. 1, Germany.
- Library sets in fine bindings, rare books, first editions, autographs, manuscripts, limited de luxe editions, collectors' items on the theater.** (Items 524.) The Connoisseur, 6080 Sunset Blvd., Hollywood, Calif.
- Modern first editions of English and American authors, autograph letters, fine printing, Christian Science items, etc.** (No. 54; Items 394.) Dawson's Bookshop, 627 South Grand Ave., Los Angeles, Calif.
- Outstanding rarities of California interest—Autographs of California Pioneers, 1769-1848, the Daily Territorial Enterprise, 1866-1872, and a File of Napa Newspapers, 1856-1905.** Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Calif.
- Protestantismus.** (No. 580; Items 1600.) Karl W. Hiersemann, Königstrasse 29, Leipzig, Germany.
- Rare books and pamphlets.** (No. 975; Items 472.) C. F. Libbie & Co., 3 Hamilton Place, Boston, Mass.
- Semítica-Hamítica.** (No. 581; Items 2064.) Karl W. Hiersemann, Königstrasse 29, Leipzig, Germany.
- Shakespeareana.** Items 734.) G. Michelmores & Co., 5, Royal Opera Arcade, Pall Mall, London, S. W. 1, England.
- William Blake—Original drawings, engraved work, poetical works, books about Blake, etc.** (Items 98.) Francis Edwards, Ltd., 83, High St., Marylebone, London, W. 1, England.



# Announcing HOLLISTON SPAN-O-TONE

*The last word in book cloth!*

Publishers, printers and bookbinders in touch with the trend of the times have perceived the need of a new colorful binding material that would express distinction and individuality and lift their book covers out of the ordinary. Span-o-tone fills that need to a larger measure than even the most discriminating would expect.

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For the next book use Span-o-tone. There is an appropriate effect for every type of book—rich, subdued, harmonious blends as well as bright, warm contrasting combinations.

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# Bookmaking

*A Monthly Department With Directory of Manufacturing Firms*

## The Man in the Mill

*The Foundation of the Village Letter Foundry*

Peter Beilenson

**D**ARD HUNTER of Marlborough, New York, having cut his own punches, driven his own matrices, and cast his own type; having written his own texts, made his own paper, and printed his own books, all in a tiny thatched mill perched like a brick bird-house over a water-fall, decided some years ago that Ohio, his ancestral home, might still offer fields for conquest, and sold his mill. In 1922, hearing the mill was again for sale, Frederic W. Goudy went up from Long Island to investigate. Mr. Goudy's field was narrower, but his requirements greater, than Mr. Hunter's; besides, his scalp felt uncomfortable when he stood underneath and so close to the thatch, so he didn't buy the bird-house.

But he *was* attracted by the environment. Hunter's mill-stream, having trickled between vineyards and apple orchards, opened out into a pond, contracted again to a livelier waterway, and led to another mill, older, larger, and sturdier than the first. It was not for sale, the owners said. But Mr. Goudy, who heretofore had often accomplished what everyone declared impossible, soon purchased the property anyhow, and with it ten acres, two waterfalls, and a fine colonial mansion.

Shortly afterward the Village Press, oldest and most important of American private presses (there is but one older in England), which had migrated from Park Ridge, Illinois, to Hingham, Mass., from Hingham to New York City, and from New York to Forest Hills, Long Island, moved again, this time to what seems to be a permanent home, at Marlborough-on-Hud-

son. And in conjunction with the Press, and now more important than it, has developed, in spite of illness, discouragement, ridicule, attempted bribery, competition, and technical barriers seemingly insurmountable, the Village Letter Foundry, Mr. Goudy's greatest personal achievement, and the workshop from which his finest types are yet to come.

Since 1911, in which year he designed and had matrices cut for the now famous Kennerley and Forum types, Mr. Goudy had called his business "the Village Press and Letter Foundry"—even when it was the chief typographic distinction of New York City! But it was a "foundry" in name only, for until 1925 the type he sold was cast for him by the American Type Founders Company, and the matrices it was cast from were cut in Chicago. So that when Mr. Goudy moved to Marlborough in 1923, he was, for all purposes pertinent to the actual practice of type-founding, still as inexperienced as a printer and type-designer could well be. His brief connection with the American Type Founders Company had been comparatively un-instructive, thru no indifference of his own, and in sad truth could he quote Moxon: "Letter-Cutting is a Handy-Work kept so conceal'd among the Artificers of it, that I cannot learn any one hath taught it any other; But every one that has used it, Learnt it of his own Genuine Inclination. . . ." Nevertheless, Mr. Goudy set about making his Foundry more than a name.

Given matrices, molds, metal, and a casting machine, with someone trained in using

# THOSE WHO

[48 PT.]

FORUM TITLE

4A

\$10.25]

# LEARN LETTERS

[36 PT.]

FORUM TITLE

7A

\$9.50]

# WILL GIVE TO THEM

[30 PT.]

FORUM TITLE

9A

\$7.75]

# CREDIT FOR MUCH JOY & ENDLESS KNOWLEDGE

[24 PT.]

FORUM TITLE

11A

\$7.00]

## A TYPOGRAPH- ER WHO TO HIS

[18 PT.]

20A

\$7.00]

## FOUNDING EXERCIS- ES A FREE AND INDE-

[14 PT.]

34A

\$7.25]

## KNOWLEDGE OF PRINT- ING ADDS THAT OF TYPE-

[12 PT.]

46A

\$7.50]

## PENDENT ART HE CAN WORK IN ALL CITIES OF THE REALM.

[10 PT.]

57A

\$7.75]

*Specimen of Mr. Goudy's Forum Title*

them, it is easy enough to produce type. Given, moreover, Mr. Goudy's eminently capable eye, it is easy enough to produce type accurately aligned and perfectly fitted. Mr. Goudy had the eye, and the matrices had been cut for him by the late Robert Weibking; the Lanston Monotype Company supplied special casting equipment, and a monotype graduate was employed to operate it. But not the least remarkable characteristic of this tireless veteran Goudy is that altho his past achievements bulk so large and rate so high, at all times his desk is filled with sketches, and his mind with projects, more adventurous, ambitious, and commendable than ever. Thus he had on hand, while casting from the matrices

cut by Weibking, a multitude of new drawings; and for these he decided to cut the matrices himself. It was not enough to supervise the casting of his types; he must do the cutting of them.

The problems which later loomed so suddenly and so big were not then present to discourage him, and his determination and eager mind were on fire; so, armed otherwise only with Mrs. Goudy's cheerful faith and one good text-book, he tackled technicalities made no less challenging by outside indifference and dissuasion.

Now the modern foundry matrix, the mother of the finished type, is no longer engendered of a counter-punch upon a punch, and a punch upon a metal blank;



nor is it delivered by any midwifery of file or graver. It is engraved mechanically in a blank of brass, nickel, or bronze from the original drawing, or from a stencil-like pattern reproducing the original. The Benton engraving machine, made specially for this work, was outside of consideration because of its price, and a search began for a cheaper substitute. At an industrial exposition it was found; and with alterations and additions directed by Mr. Goudy, it has proved accurate and efficient.

In an effort to conserve his eyes—one of which is now useless, leaving the other the most valuable single eye in all Typographia—he found it easier to make his final drawings on a large scale—nine inches. But this would give a pattern too large to reduce from in the engraving machine, so an intermediate pantographic device had to be located and procured. This preliminary mechanism reduces and engraves simultaneously—reduces the design of the original

master-pattern, and engraves the smaller working-pattern in a flat sheet of type-metal. The metal working pattern is then used, instead of the original, in the matrix-engraving machine.

Those who have endeavored to find or have made special machinery for specific work will understand the difficulties Mr. Goudy had thus far encountered; yet with the materials and the technique of the process developed, by trial, investigation, and ingenuity, it would seem all difficulties were past. But to engrave it is necessary to have a cutting tool, and apparently the only way to get one is to make it. So to the sum of equipment must be added drill-rod and a lathe, carborundum wheels, stoning mechanism, and a specially adapted microscope for examination and measurement of the cutting point.

Robert Ballou has told of Mr. Goudy's adolescent steam engine, and the resourcefulness which brought it into action. But

## • DEEPDENE •

### BOOKS ARE TEACHERS WHOSE INSTRUCTIONS ARE UNACCOMPAN-

[24 PT.]

DEEPDENE

\$1.18 PER LB.

25 LBS.]

IED WITH EITHER BLOWS OR HARSH WORDS, who demand neither food nor wages; you visit them, they are alert; if you want them, they secrete not themselves nor

[18 PT.]

DEEPDENE

\$1.24 PER LB.

20 LBS.]

RIDICULE YOUR IGNORANCE, BE IT GROSS, FEIGNED OR CARELESS. . . . SO SPEAKETH RICHARD DE BURY.

In his Philobiblon he said also: As it is necessary for a State to provide Military Arms, and prepare plentiful Stores of provisions for

[16 PT.]

DEEPDENE

\$1.26 PER LB.

20 LBS.]

*Goudy's New Type, Deepdene*

this matter of engraving was a subtle and more significant problem. Moreover, by training Mr. Goudy was anything but a mechanically-minded man. It took a year of steady work to evolve a satisfactory cutting point. First the theory of the cutting tool must be mastered. It was. Then the various types of cutters must actually be made and tried. They were—but none was just right. Some were not adapted to the metal of the blank, and did not cut cleanly; those that did cut cleanly were too fragile. When the tool dulled or broke during work, and another was not already prepared, there was nothing to do but cuss and re-grind it. This, for a year, was repeatedly a matter of hours; and we can stop only a moment to visualize this outwardly careless man, this recognized but unsatisfied artist who, under no compunction but his own inspiration, under the press of many obligations, and handicapped by his wife's and his own poor health, still worked away with lathe and stone to make a true cutting point the thickness of a hair, and cheerfully stayed at his machine late into the night to make up for time lost down the barrel of a microscope.

All accepted types of cutting points proving false to his purpose, he finally evolved his own, this past fall, and has at last earned the reward of greater production with less preparation. He is beginning to see his way clear to cut in quick order in "eternal brass" his impressive collection of new types, accumulated in all stages of progression from sketch to working-pattern.

In that initiation, curriculum, and diploma of type-founding, the first Deepdene specimen sheet, Mr. Goudy in half a sentence enumerates the steps of his procedure: "he makes his own large master-patterns from his original drawings; from these, in turn, he engraves to a smaller scale in metal the working-patterns from which the actual cutting of the matrices is accomplished." It is so simple, to the layman, with the mathematics, the mechanics, and the persistence left out! Yet it was incredible to initiates: a few people at the American Type Founders, when he showed them some Deepdene matrices, did not believe him when he said they were his own productions! They were, however; and with the workmanship always beautiful, his

product goes on increasing. A private font; nine fonts of capitals; the Deepdene series (rated by Carl Purington Rollins with those twin offspring of Jenson, Doves and Centaur); and another entire series, with italics, have already come from his machine. The future will see much more.

But our concern here is not his types, but his trials, now triumphantly ended. By them he has disproved the obligation of quality to organized complexity, and proved again the courage and strength of American genius. The old mill, to the casual visitor, a romantic workshop, has been the scene of technical deadlock; sometimes it still seems little more than an outpost of one man against an indifferent world. And yet, the creation of the Village Letter Foundry is not only, as has been said, Mr. Goudy's greatest personal achievement; it is already, and will be increasingly, America's most vital center of typographic origins.

### Simplifying the Binders' Board Output

A GENERAL conference on the standardization of binders' board was held at the suggestion of the Department of Commerce, Bureau of Standards, at Philadelphia, January 20th-21st, as the result of discussions that have been going on for some time. In 1925 the Division of Simplified Practice was asked by the Binders' Board Manufacturers' Association to assist in the solution of their existing problem as it was affected by the diversity of sizes and thicknesses of binders' board. The survey was completed in November, 1925, which showed from the information submitted by 14 out of 18 manufacturers that there were 718 different sizes of binders' board, each size having from 1 to 27 different thicknesses. It was found that 790 different items were sold in lots of from 100 to 1,000 bundles each, and only 193 were in sufficient demand to sell in larger totals.

After one attempt to get an adequate conference with the users of binders' board, a second attempt was made last November at the office of the American Paper and Pulp Association, where the manufacturers expressed their desire to get a simpli-



fication program with 5 stock sizes. This met objection from the Employing Binders, and no definite action was taken, partly because of a provision that was asked for for a minimum tonnage. An amended program increasing the number of sizes to 10 and limiting any reference to a minimum tonnage was given the approval of the Employing Book Binders' Association. The recommendation becomes effective as of March 1st, 1928, subject to annual revision by a standing committee appointed to represent the various interests of the industry. This committee will receive all suggestions for improvement and meet one year later to consider changes. The members of the committee are: Manufacturers—Leigh H. Davey, the Davey Company, Glen Ridge, N. J., and O. M. Porter, secretary of the Binders' Board Manufacturers' Association, 18 East 41st Street, New York City. Users—Raymond E. Baylis, Eugene C. Lewis Company, Eighth Avenue and 33rd Streets, New York City, and Alfred E. Ommen, Employing Bookbinders of America, 141 Broadway, New York City. The recommendations for 10 sizes are as follows:

20 x 30	22 x 33	23 x 29
25 x 30	27 x 31	24 x 36
26 x 38	26 x 32	30 x 35
	31 x 41	

These 10 sizes to be manufactured with three-eighths of an inch trim on each of the 4 sides so that all boards will be three-quarters of an inch longer and wider than the size specified. Such a simplification is expected to make important economies in the production and distribution expense of binders' boards. Few realized until this survey was made how confused the production specifications had become during the many years of endeavor to fit size and thickness to every possible demand.

### A New Press

PETER BEILENSON has begun printing at 280 Forest Ave., Larchmont Woods with the name of Peter Pauper Press. The first book is "With Petrarch, Twelve Sonnets," translated in prose by John Naillington Synge, one hundred copies on hand made Italian paper.

### The Achievements of Photo-Engraving

AS practically all book illustrations as well as those of periodicals and catalogs are made by some of the methods of photo-engraving, such a monumental record of this craft as has been produced by the American Photo-Engravers' Association in the impressive volume entitled "Achievement" deserves the careful study of the bookmaking world. This book has been made by the Association in an endeavor to put the scope of their craft clearly before the world of printing. The story of the accomplishments of photo-engraving is accompanied by examples of each type of production produced by the outstanding presses of the country.

The text is of no mean importance, and includes such articles as one on "Photography As a Source of Pictorial Copy" by Robert C. Kroll, "Photo-Engraving As the Handmaid of Advertising" by Earnest Elmo Calkins, "Journalism's Greatest Alliance" by Stephen H. Horgan, "The Persuasive Power of Pictures" by Lewis Flader, "Modern Color Photography" by Jeffrey White, as well as many others.

The specimens fill over 400 pages, and every user of printing, whether he is planning a book, catalog, a travel volume, a jacket or any other type of production, will see in these examples suggestions of what may be accomplished by the photographic processes at their best. For example, there is a water color of a flower printed by William E. Rudge, as delicate a piece of color work as can be imagined in 4-color process on Japanese tissue; a picture of the Santa Barbara Mission printed by John Henry Nash of San Francisco; reproductions of Chinese paintings in 11 and 9 colors from the Cincinnati Process Engraving Company of Cincinnati; beautiful 4-color work from Zeese Wilkinson such as might be used for a travel book, a gorgeous 4-color picture of an old sailing vessel such as might be effectively used for a book wrapper coming from the same printer; accurate reproduction of pencil drawings and pen and ink by the Powers Reproduction Corporation,

The Standard Photo-Engraving Com-





## DAY AND NIGHT — THEY NEVER STOP

*"People" are demanding more and better books  
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PRODUCTION never stops at the Quinn & Boden plant. The increase of our business has necessitated not only the installation of new presses of the most advanced type, capable of printing 20,000 books per day,\* but also the addition of night shifts in both composing room and press room.

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\*The new "Miehle Perfecting," illustrated at left, above, prints 128 pages of a book at a time, *on both sides*. In other words, each single revolution of our three Miehle presses produces a complete, 384-page book. Naturally all other departments of the plant keep pace. These special presses are in addition to our regular equipment.



*Manufacturers  
of Fine Books  
RAHWAY, N.J.*

pany of Chicago have printed pages showing many of the most useable Benday screens and how they can be applied to color reproductions; Howard B. Dilk has contributed some micro photographs illustrating the plates in their process of making, which makes it easier for the user of photo-engraving to understand how the plates print and what are the essentials of good paper for their printing. Still another article tells of the pitfalls to be avoided in ordering photo-engraving.

The methods and results have become so many and varied that few of those who have printing to prepare can be aware of all the experiments and perfecting that have been going on, and such a book bringing together a careful selection of specimens carefully describing these as to the number of colors needed and the type of plate used makes it much more easy to understand the scope of process engraving and its application to illustrative material of all kinds.

### A Check List of English Private Presses

A "BIBLIOGRAPHY of Modern Presses in Great Britain and Ireland" has just been issued in limited edition by The First Edition Club of London and will be sold in the United States by the *Publishers' Weekly*. In a small quarto volume of 250 pages (\$15.00), ninety-two presses are discussed and their production listed in exact detail. The volume is printed at the Curwen Press and contains 30 pages reproduced from typical books to show type and decoration.

The book has been prepared by G. S. Tomkinson who has had the hearty cooperation of those who have been closely associated with the modern movements in fine book making. The Big Six as he terms them, Kelmscott, Doves, Ashendene, Eragony, Essex House, and Vale were checked up with the aid of C. H. St. John Homby, C. R. Ashber and Douglass Cockerell, and several hitherto unrecorded items are listed.

"Reviewing the output of the private presses," says B. H. Newdigate in his introduction, "one is tempted to ask how far the industry and skill given to designing, composing and printing of these books may be

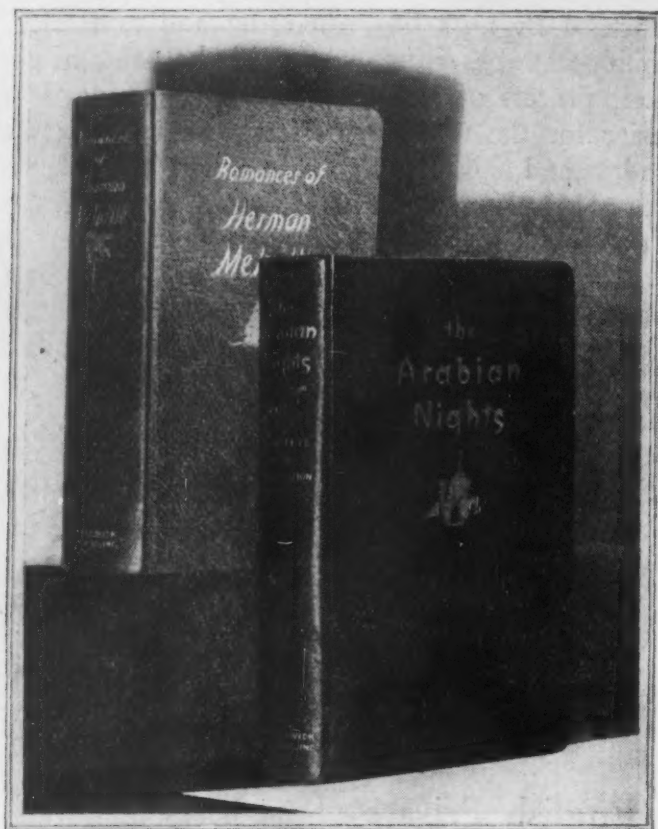
counted worth the while, or we may ask more profitably what influence, if any, the private presses have had on the history of printing and especially how far they have affected the work of contemporary printers as a whole. It may be claimed with justice that the same spirit which makes so many amateurs set up little presses has profoundly influenced printing from the very beginning. . . . In our own day the example given by the Kelmscott Press and the distinguished presses that have been set up under Morris's inspiration have profoundly influenced the way books are printed in England, Germany, Italy and America, and the revival flourishes also in Austria, Czecho-Slovakia and Sweden.

"This book by Mr. Tomkinson would never have seen the light had it not been for the profound interest felt in printing and its kindred crafts by many outside the ranks of those who are professionally engaged therein. May it encourage many more to take up a craft which enables those who make themselves proficient therein to print books beautiful in themselves which may be made infinitely more beautiful by everything that calligraphy, draughtsmanship, engraving, paper-making, book-binding, and all the other arts of the book may lavish on their making."

### New York Printing

AT the time of the announcement of wage settlement in the printing shops of New York covering the \$1 a year increases for the next five years, the *Publishers' Weekly* stated that "Book composition is largely done outside of the New York area on account of the variation in wage scale." One of the large New York printers of books called attention to this statement and offered as an estimate that, far from this being the case, from 70 to 75 per cent of the books issued in New York had their composition done inside the New York area. The *Publishers' Weekly* has made a more careful canvass of the situation since that time, and, altho full figures cannot be collected, it is inclined to believe that estimate is probably accurate.

Some publishers, of course, like Charles Scribner's Sons have their own plants in



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the New York area. Most of the others do part of their composition and presswork in the city and part outside. Quoting from surveys made in five large general publishing houses, one has 60 per cent of its composition done in the New York area; another large house has 90 per cent of its composition and presswork done in the city; another estimate is 55 per cent;

another, 97 per cent, having increased from 90 per cent in the last two years; still another, 85 per cent.

We are glad to present these further figures in justice to the large establishments doing composition in the city. In the case of book binding, a still larger percentage of the output is locally manufactured than is the case with printing.

## Private Presses and the Books They Have Given Us

Will Ransom

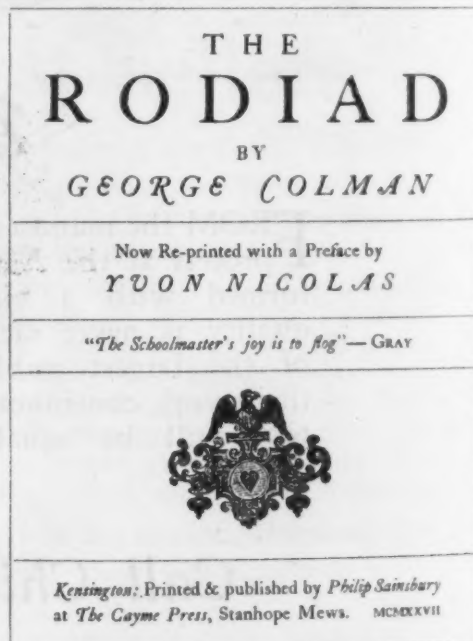
XII

*In the Tradition—I*

**T**HROUGH the four and a half centuries since William Caxton printed "The Recuyell of the Hystories of Troye" for the Duchess of Burgundy and some other of his friends, many private presses have come and gone. Founded, maintained and abandoned for various reasons and in diverse times, leaving a harvest of widely different books, they still represent, or have created, a thread of continuity which has come to be called "the private press tradition." The phrase, nearly indefinable, represents, first, a marked personal interest in the "art and mystery of printing," to which is added, in varying degrees, literary discrimination, decorative and illustrative art, and some consideration of book design. The same may be said of almost any printer or publisher, but there is an element in a private press peculiar to itself, a certain delight in printing from choice rather than from necessity. That is the spirit of the tradition.

Since it happened that the "revival of fine printing" came to birth in private presses, some of the spirit of their tradition followed the revival into the market-place. That spirit is to be found in many forms now, expressed in terms of modern customs, as many printers and publishers ap-

proach book design from very much the same viewpoint as the private presses, the principal differences lying in methods of production and marketing. So we say that they are working in the private press tra-



*One of the Cayme Press Pamphlets*

dition and judge their results by very similar standards.

The major differences derive from those changes in consciousness and affairs

which make the world another sort of place from what it was, perhaps twenty-five years ago. That the changes are due, in large measure, to the private press movement of the Nineties is undeniable; that they come under the influence of present tendencies is also certain. The increase of individual specialization on the one hand and of group cooperation on the other has brought about a coordination of printers and publishers with common high ideals, each happy in his own work and content



*The Nonesuch Presswork*

within its limits. As a result, there have appeared within the past few years several lists of books, planned and sold by one group and manufactured by another, but clearly in the private press tradition. Certainly many of them are interesting, in appearance marvellously like the private issues, and most collectors deem them desirable.

The one confusing element in the situation is the unlimited and inaccurate use of the word "Press." If (and "there ought to be a law") it really meant, as it should, possession of printing equipment, and the use of the word were denied to, or abandoned by, publishing establishments, much confusion and uncertainty would be avoided. A recent occurrence is illuminating. A collector of "Presses" commissioned a Chicago bookstore to secure a complete

set of the "Richards Press" books, but when the trail led to Mr. Grant Richards' entire list the quest was abandoned. Fortunately, most special book announcements nowadays are fairly specific as to publishers and printers.

Following the same geographical sequence as heretofore, the English field will be covered first. The principal earlier example of a publisher working in the tradition is the Riccardi Press, a title assumed by the Medici Society for the imprint of books "to be finely printed and issued at reasonable prices thru the usual trade channels." A special type of excellent character was designed by Herbert P. Horne, based upon but not copied from that of the Miscomino "Horace" of 1492. It was first cut in 14 point size and later in 11 point, most of the books being printed in the larger size. The first book was issued in 1909 and the latest of which I have a record is 1923, but I believe the Society is still active.

The particular individual quality of the Riccardi books is the use of colored illustrations reproduced by the Medici Process, one of the most successful methods of color reproduction. The books were a logical extension of that process, primarily used for the well-known series of Medici Prints. Technically, the books are excellent on every count. Composition and presswork were done at the Chiswick Press, under the direction of Charles T. Jacobi until his retirement in 1922. Literary selection has been almost entirely from among the more familiar classics, to many of which have been added illustrations by contemporary artists. The strictly limited Riccardi editions are sound collectors' library items, but inclusion of the unlimited editions on other than hand-made paper is a matter of personal choice.

The outstanding English work in the tradition at present is the Nonesuch Press. The books, in themselves, have been fascinating from the start and have created their own reputation and desirability. Individuality has been apparent in results tho not in advertising. The personnel has stayed modestly behind the scenes, so that only by some inquiry does one come upon the knowledge that the genesis of the Nonesuch Press is due to Vera Mendel,



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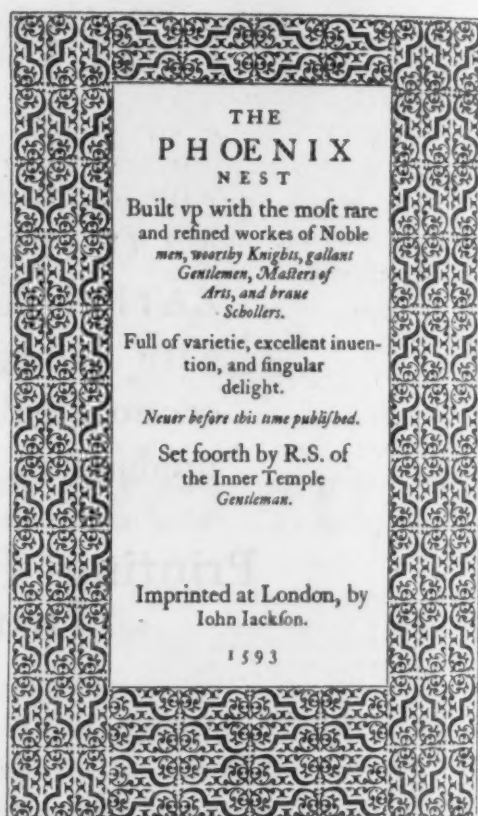
### *A Characteristic Title-page*

with whom are associated David Garnett as literary adviser and Francis Meynell in charge of production.

The aim of the Press, as stated in a prospectus, is sufficiently specific. "The Book Public may be divided into three parts. The Libraries cater for the section of it which reads books without wishing to possess them. A number of 'toy' presses cater for collectors who do not read. The Nonesuch Press was founded in the interest of those among book collectors who also use books for reading. It was set up in the determination to choose and make books according to a triple ideal: significance of subject, beauty of format and moderation of price." The aim and the determination have been followed consistently.

It is a fair assumption that, in spite of the competent literary selection, the chief interest of Nonesuch issues lies in book design, in the sense of "Unity, conceived harmoniously and made beautifully like any other genuine work of art," as voiced by Charles Ricketts. That quality, of course, is due to Mr. Meynell, who is, in business, head of the Pelican Press, a commercial plant of exceptional distinction.

Stanley Morison, writing of the Nonesuch books in "A Review of Recent Typography," says: "Their designer correctly divined that the public of the present day were more likely to be interested in variety of type and format than in the general uniformity of design to which they had been accustomed by the Doves and Riccardi Presses. . . . So far as Mr. Meynell was following any precedent it would perhaps be that of the Riverside editions printed



### *A Haslewood Reprint*

by Bruce Rogers for Houghton, Mifflin, between the years 1900 and 1911." That estimate is so eminently correct that it can hardly be bettered.

The books are printed at various presses in England; a few at Mr. Meynell's own establishment but the greater number at such plants as Kynoch, Oxford University, Chiswick, Mayflower, Westminster, and others. Composition and presswork "are all done by machine," officially, yet the story is current of at least one book that was set entirely by hand, mostly by Mr. Meynell himself.

Probably without intentional imitation, since each seems to have a definite individ-



ual viewpoint, a number of "Presses" have appeared within very recent years, announcing very similar aims and purposes. Representative of this group are the Argonaut, Cresset, Fanfrolico, Fortune, Grayhound, and Scholartis Presses, the Fleuron, Ltd., devoted to typographical matters, the Haslewood Books and Reprints, the Noel Douglas Replicas, and Douglas Cleverdon. The lists contain some contemporary work but are thick with reprints and reissues, with strong emphasis on early English material. Typography and book design are pretty uniformly high, with a great deal of interesting illustrative and decorative treatment.

The Argonaut Press is devoted to "re-issuing travel books of outstanding merit, in a manner worthy of their importance." Their interest rests almost entirely upon text. Cresset and Scholartis, both started last year, seem to be somewhat similar in tendency, but with other subjects, tho it is too early yet to estimate them accurately.

The Haslewood Books and Reprints are frankly issued from the publishing angle, but rather exceptional attention is given to book design and the series is well worth collecting. Under the guiding hands of Frederick Etchells and Hugh Macdonald about twenty books have appeared in three years, each with some particularly fascinating quality. Discriminating use is made of many of the newer type faces.

The Fanfrolico, Fortune, and Grayhound Presses all promise some very interesting successors to attractive books already issued. The Fortune Press is often

coupled with the name of Shane Leslie, but beyond that my information is meager. The Grayhound Press has done at least one superb book, for which the illustrations were printed in color and gold in France. Fanfrolico is closely associated with the two Lindsays, Jack and Norman, whose texts and illustrations are made into beautiful books at the Chiswick and Curwen Presses.

Some good things have come from the Florence Press, established in 1908 by Chatto & Windus, the publishers, especially for the production of certain books in fine dress without exceptional limitation or cost. Its principal feature is the Florence type, another of Herbert P. Horne's contributions to type design.

The Favil and Cayme Presses, both actual printing establishments, are branches from the same root. Favil is the parent stem, founded in 1920 by Philip A. L. C. Sainsbury, with Charles A. Birnstingl associated. It was semi-commercial, devoted largely to the founders' ideals and pleasure, but taking such commissions as were acceptable. In 1922 the business was taken over by Mr. Birnstingl and in 1924 Mr. Sainsbury established the Cayme Press on somewhat similar lines but more closely restricted to work of his personal choice. A good share of the printing is done on a hand press, but some larger editions are printed in other shops.

The Vine Press dates from 1920, when Mrs. Charles Royce and Victor B. Neuberger started, at Steyning, Sussex, an endeavor "to produce, beautifully and inex-

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pensively, works of value and interest for the benefit of book-lovers and students." Editions are divided between machine-made and hand-made papers, a somewhat common habit among even private presses at present, and some have been issued thru the *Bookman's Journal*. It comes very close to being a true private press.

Flying Fame is a publishing name with associations which make it exceptionally attractive to collectors. It was a friendly, happy combination of Claud Lovat Fraser, Ralph Hodgson, and Holbrook Jackson, with many elements reminiscent of the group which issued "The Lark" of delightful memory in San Francisco many years ago. The intention was confined to chap-books and broadsheets of the founders' writings and drawings, with additions from such friends as Walter de la Mare and James Stephens. All the decorations and typographical details were the work of Mr. Fraser and the whole affair rests largely upon his personal interest and effort. The charm of his work is too well known to need any comment here. The initial flight was short, lasting only from 1912 to the beginning of the War, but its continuation in the affection of collectors will probably be well nigh endless.

The Pleiad Press, already mentioned, is the imprint of Frederic Warde, with at least the friendly interest of Stanley Morison. Exceptional attention to typography and book design is the natural expectation, well borne out by the "Crito" previously described as the work of the Officina Bodoni.

Perhaps some names have been omitted, but these are typical of the Presses which are carrying on the private press tradition in modern terms. While they do not enter so warmly into our affections as the more personal earlier performances, they stimulate our interest in fine printing, present forgotten or unknown texts that are well worth reading, and give collectors many more books to keep track of and, in some cases, strive for. The "revival of fine printing" is in full swing.

*The second of Mr. Ransom's articles about books not of private presses but in the private press tradition will be printed in the March 17th issue.*

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## Bookbinding As It Can Be Taught

**A** VERY practical and up-to-date manual for teaching bookbinding has just been published by the Employing Bookbinders of America, Inc., prepared by E. W. Palmer, president of Kingsport Press, and issued under the title "A Course in Binding for Vocational Training, Part I, Elementary Section." It aims to meet the requirements of training courses which in a number of our public schools includes practical bookbinding.

Mr. Palmer in his foreword says: "Vocational education has, during the past decade, received much attention and as a result of concentrated study and experimentation, made rapid progress toward inclusion in some practical form in the training courses of our public schools generally. There has been a noticeable desire to include among such studies many subjects that lend themselves readily to class and individual project execution and provide unlimited latitude for individual expression. Bookbinding, like Printing, is one

of these subjects. Unfortunately, unlike Printing, no practical attempt has been made for several years to formulate and provide in book form a training course that might be used in the public school vocational divisions, thereby laying the foundation for advanced training in high school and university classes or to encourage the selection of the bookbinding profession as a real vocation. In 1924 the Educational-Vocational Committee of the Employing Bookbinders of America, Inc., was appointed with the definite purpose of making a survey of the entire vocational education field, of determining the interest in Bookbinding as a vocational study and to encourage that interest, if found in sufficient volume, by preparing a suitable textbook as a guide in training. Nearly a year was consumed in effecting the survey. Questionnaires were sent to every city in the United States to determine if vocational training in any branch was given and particularly any branch of the Graphic Arts. From this survey a summary was prepared that disclosed a tremendous in-

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terest in Printing and Bookbinding as vocational subjects. The survey also established as a fact, hitherto not definitely known, the great number of schools teaching Printing in some form and the unanimous desire for Bookbinding as an allied and very necessary subject."

The volume has 450 pages including 292 diagrams and charts illustrating every action in the binding of a book, and the making of cover containers. There are test questions on every lesson, and at the end an exhaustive glossary of technical terms used in the profession it aims to promote. As a specimen of bookbinding it is without flaws and quite perfect for its purpose.

### Woodcut Illustrations

A LIST of the books with woodcut illustrations published in England, Germany and France during 1927 is included in "The Woodcut Annual II," just published by The Fleuron Limited, London. The same volume includes an article on "Frans Masreel and His Woodcuts," by Edmund Bucher.

### Leather Bindings and the Government

THE Bureau of Standards has undertaken an investigation of the effects of acids on the life and properties of leather. As shown in these columns<sup>1</sup> a short time ago, the disintegration and deterioration of leather bindings is not yet fully understood.

The first part of the research program is now under way, covering the effects of sulphuric acid on pure vegetable tanned leathers. Standard leathers for this work were prepared in the Bureau's experimental tannery with quebracho-wood extract and chestnut wood extract, both of which are typical tanning materials. These leathers are free from oils, greases, sugars, and salts largely used in the finishing processes, and thus the action of the acid upon them will be free from possible acceleration or retardation by these materials. Samples of the leather have been treated with sulphuric acid so as to obtain specimens with amounts of acids varying from

<sup>1</sup> The Publishers' Weekly, November 19, 1927.

# IDEAS

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one-fourth to 4 per cent. After determining the original strength and stretch of the leathers, they were stored under controlled conditions of relative humidity and temperature. Tests will be made periodically, extending over two years, on representative samples, to note any deterioration in strength caused by the particular amount of acid present. This data will serve as the basis for future investigations which ultimately will reveal the limiting amounts of sulphuric acid which may be present in leather without impairing its value.

### Fred Farrar's Book

THE doctrine of simplicity and good taste in the use of type faces is preached in a new book by Fred Farrar which Harper has just issued. The volume which is called "Fred Farrar's Type Book" is primarily intended for the person who is laying out advertising. The author has an enviable reputation in New York as a counselor on design.

### Lippincott Makes Important Manufacturing Change

J. B. Lippincott Company is the most recent of the publishers to join the ranks of the many who no longer manufacture their own publications. It has disposed of its printing and binding equipment to the International Textbook Company of Scranton, Pennsylvania, with which is associated the Haddon Craftsmen, Inc., of Camden, New Jersey.

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### A Missing Portrait

SIDNEY SATENSTEIN, of the American Book Bindery, Inc., was inadvertently omitted from an advertising announcement which gave pictures and names of the staff of that company in a previous Good Bookmaking Number of the *Publishers' Weekly*. The artist says Mr. Statenstein was probably out to lunch when he sketched the American staff.

### Paper for Best Sellers

THE Ticonderoga Pulp & Paper Co. have issued a very striking brochure to demonstrate the wide use of its book papers in outstanding books. On the front of the brochure is reproduced in full color the covers of 30 well-known books that have been printed on one of the grades. Titles from 14 publishers and such successes as "Story of Philosophy," the Page "Letters," Ludwig's "Napoleon" and other books.

### The House of Ullstein

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Business Digest. Vol. 9. Jan.-Sept., 1920.  
Industrial Arts Index. 1913-1918. Vols. 1-8.  
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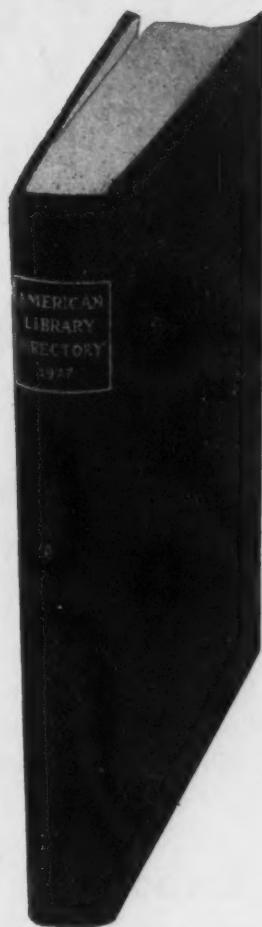
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